

Climate Pledge Arena



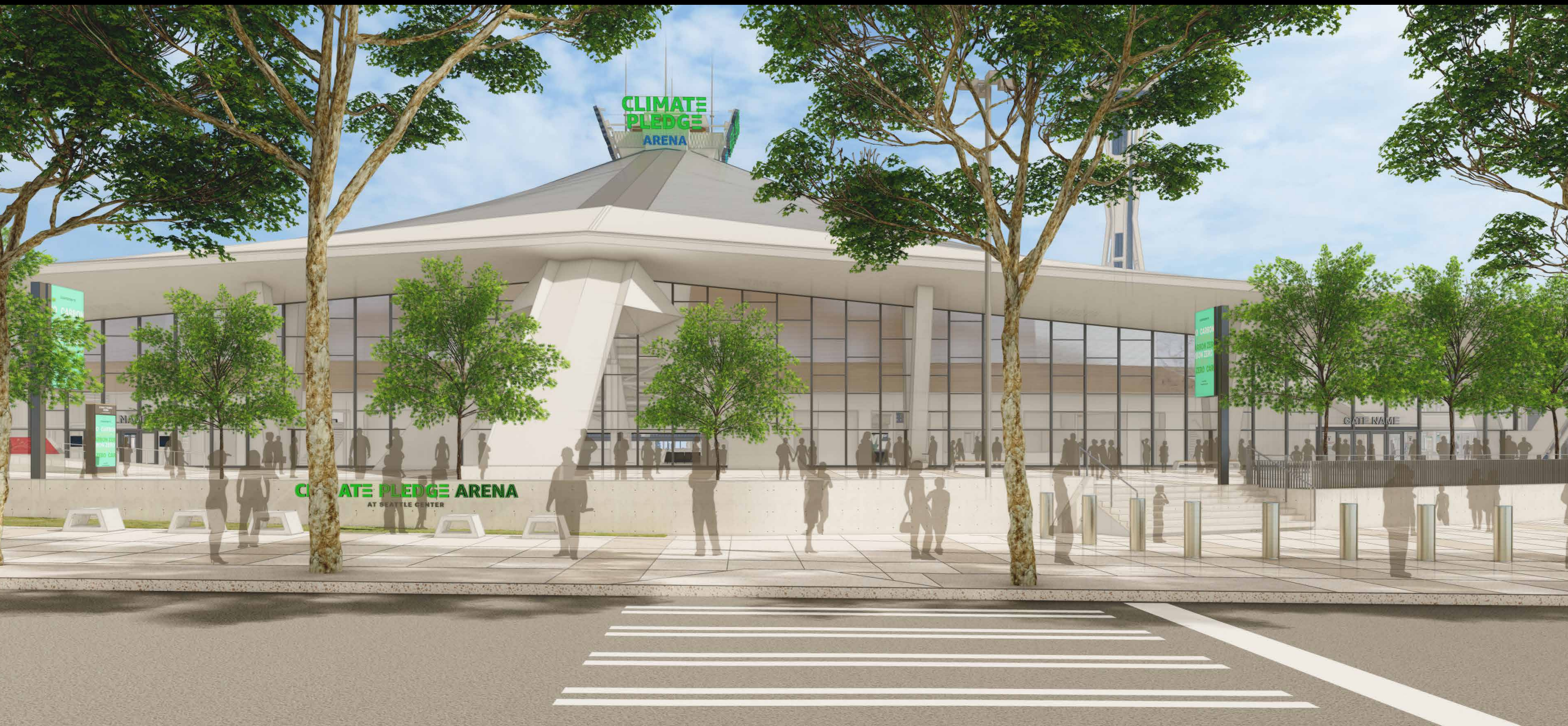
**CLIMATE
PLEDGE
ARENA**

Signage & Wayfinding
Exterior Building Signage
Design Briefing

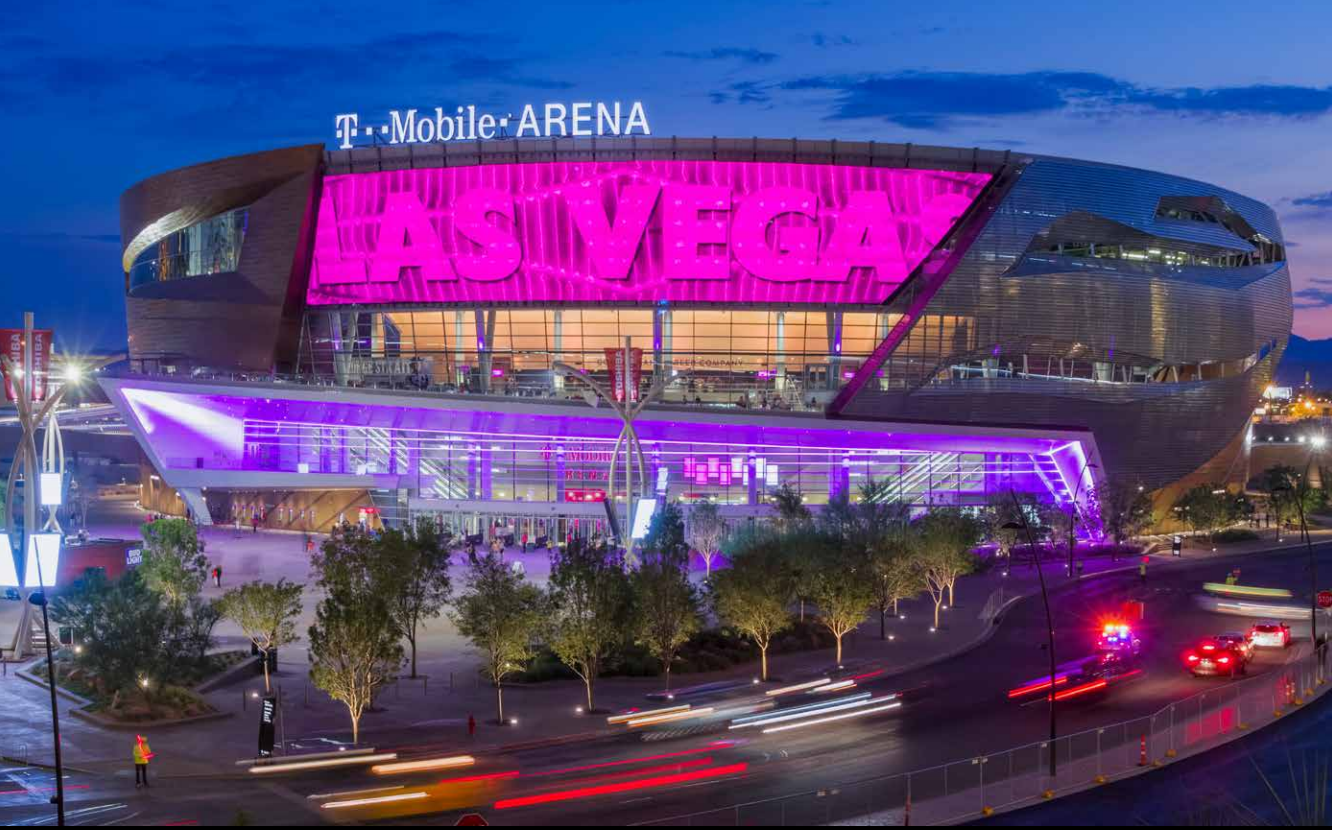
SDCI Project No.: 3029061
October 7, 2020

POPULOUS





EXAMPLES



T-Mobile Arena / Video Board / without Sponsor



T-Mobile Arena / Video Board / Sponsored



T-Mobile Arena / Digital Light Pole Banners



LA Live / Plaza View



LA Live / Plaza looking South West



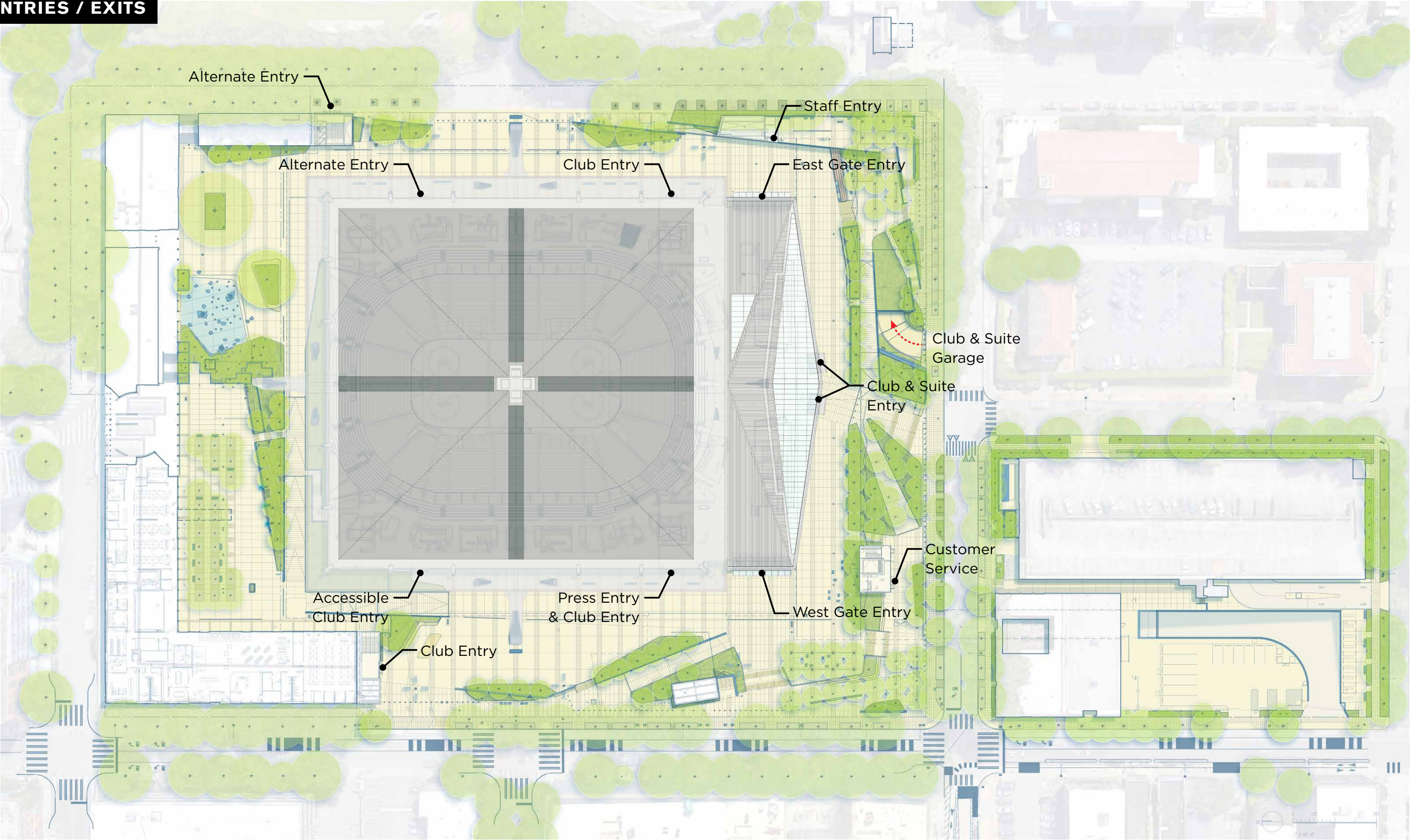
Microsoft Theater along Chick Hearn Ct.

EXISTING TEMPORARY SIGNAGE

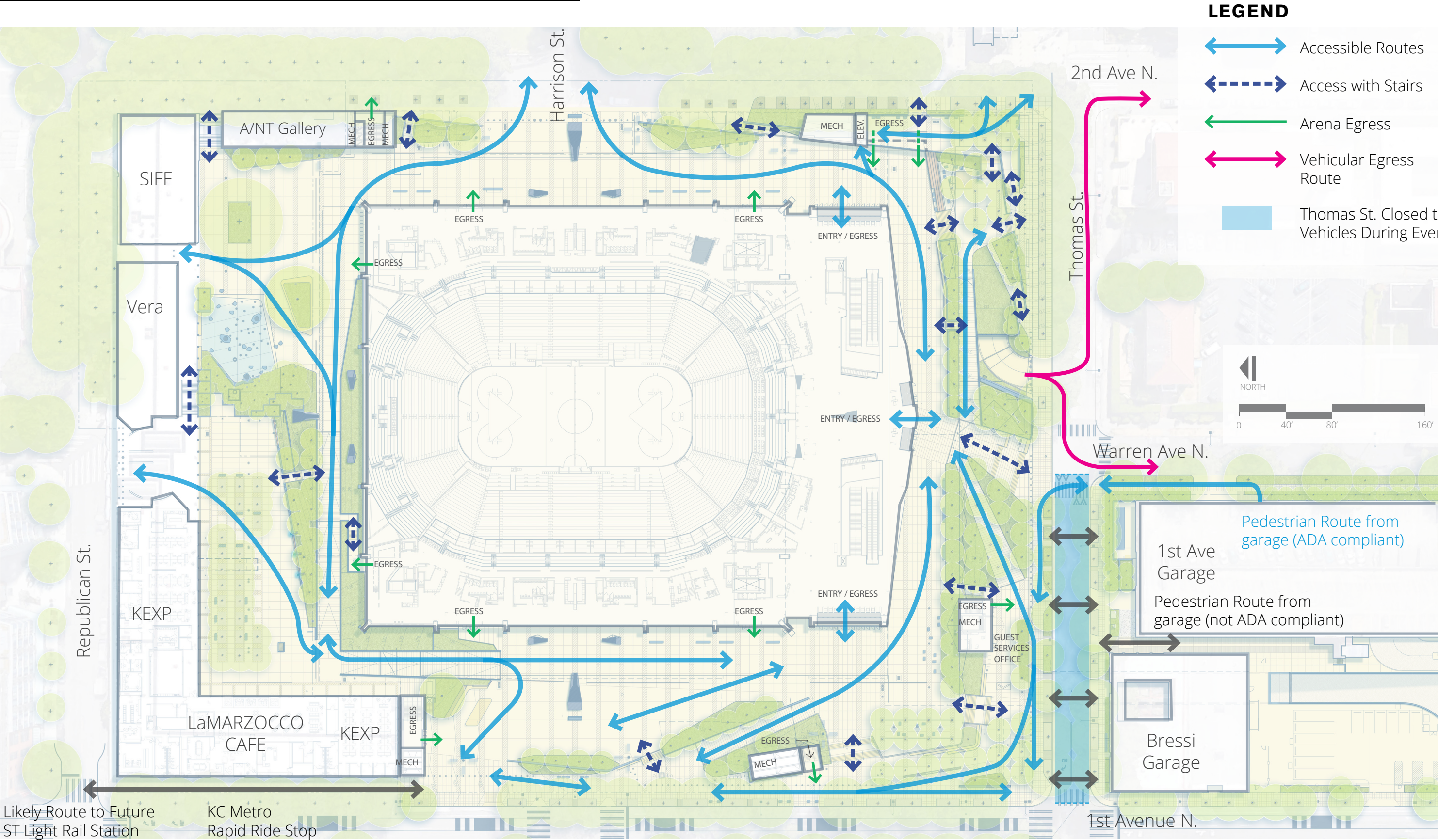


Photo taken January 2020



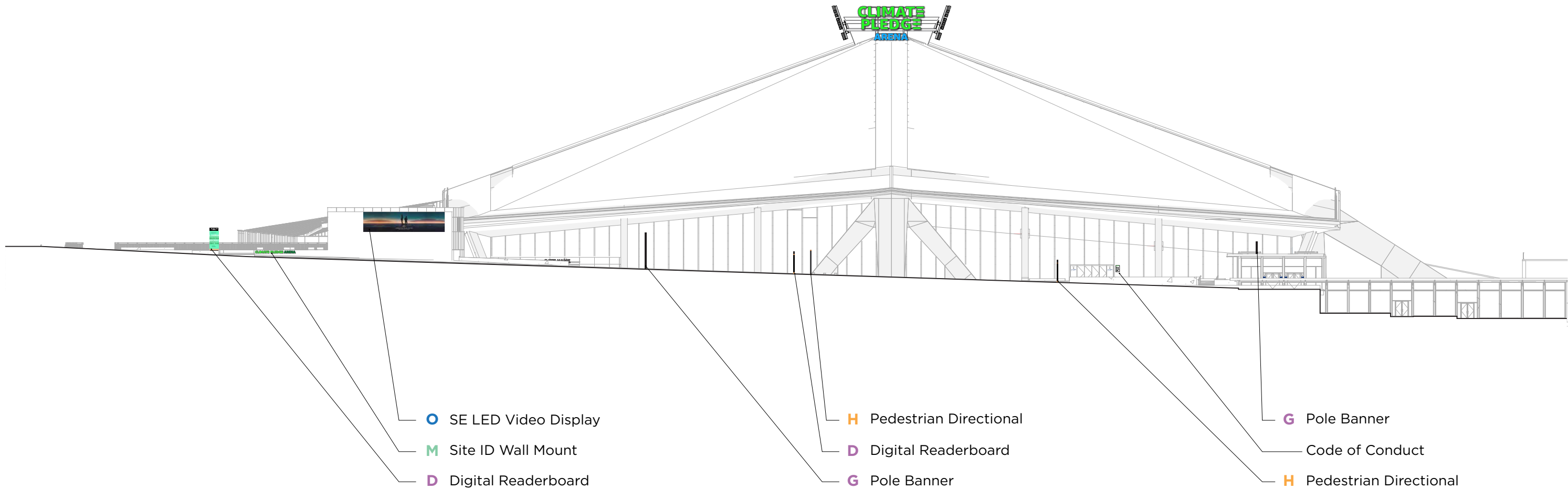


A UNIVERSALLY ACCESSIBLE SITE / CIRCULATION ROUTES



EAST BUILDING ELEVATION

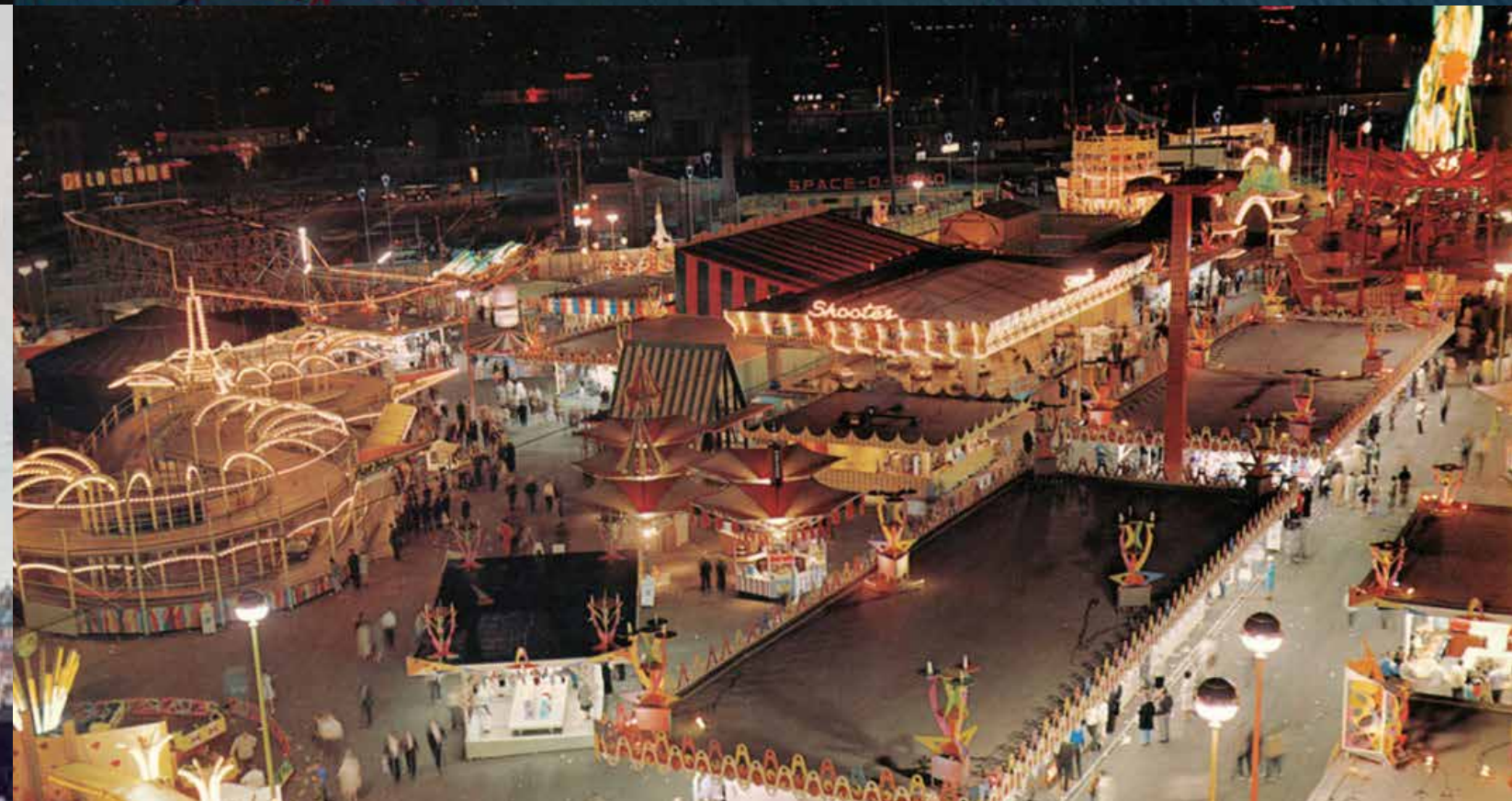
- Wayfinding & Entry Signage
- Naming Rights Signage
- Promotional & Event Signage (Pedestrian Scale)
- Promotional & Event Signage (Campus Scale)



INSPIRATION / ICONIC NEON SIGNAGE OF SEATTLE AND THE 1962 WORLD'S FAIR



Canada Building Signage
(1962 Seattle World's Fair)



Paradise International Signage
(1962 Seattle World's Fair)

Gayway 21 Amusement Park Area
(1962 Seattle World's Fair)

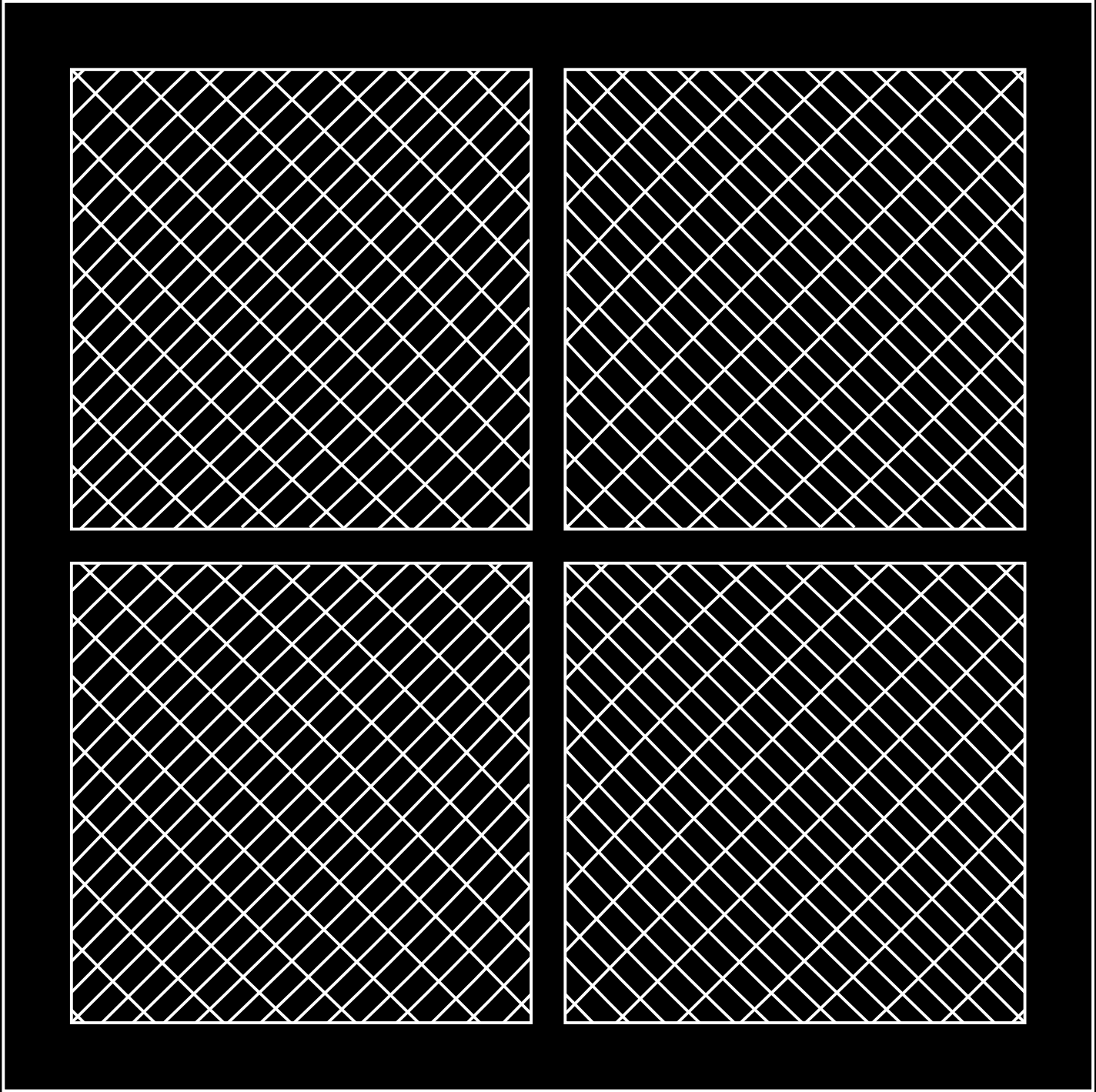
BRAND FOUNDATION

Elements of the historical roof structure of Paul Thiry's original design from the 1962 World's Fair have been incorporated into the signage system.



BRAND FOUNDATION

A pattern based on the hyperbolic paraboloid roof to be used in the overall branding of the building



Typography

Akzidenz-Grotesk was a widely used typeface in the 50s and 60s.

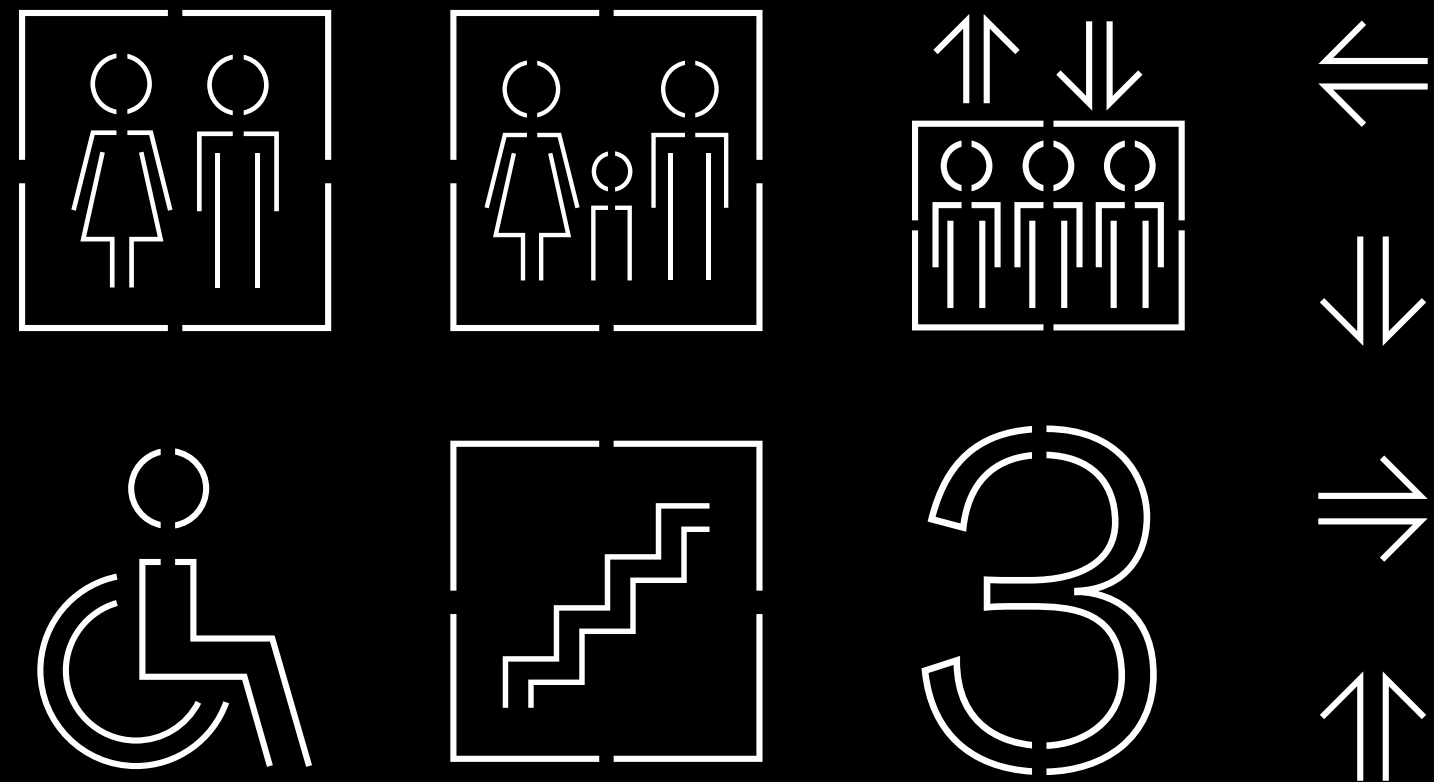
Akzidenz-Grotesk

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Iconography

The pictograms reference the grid of the roof of the arena.



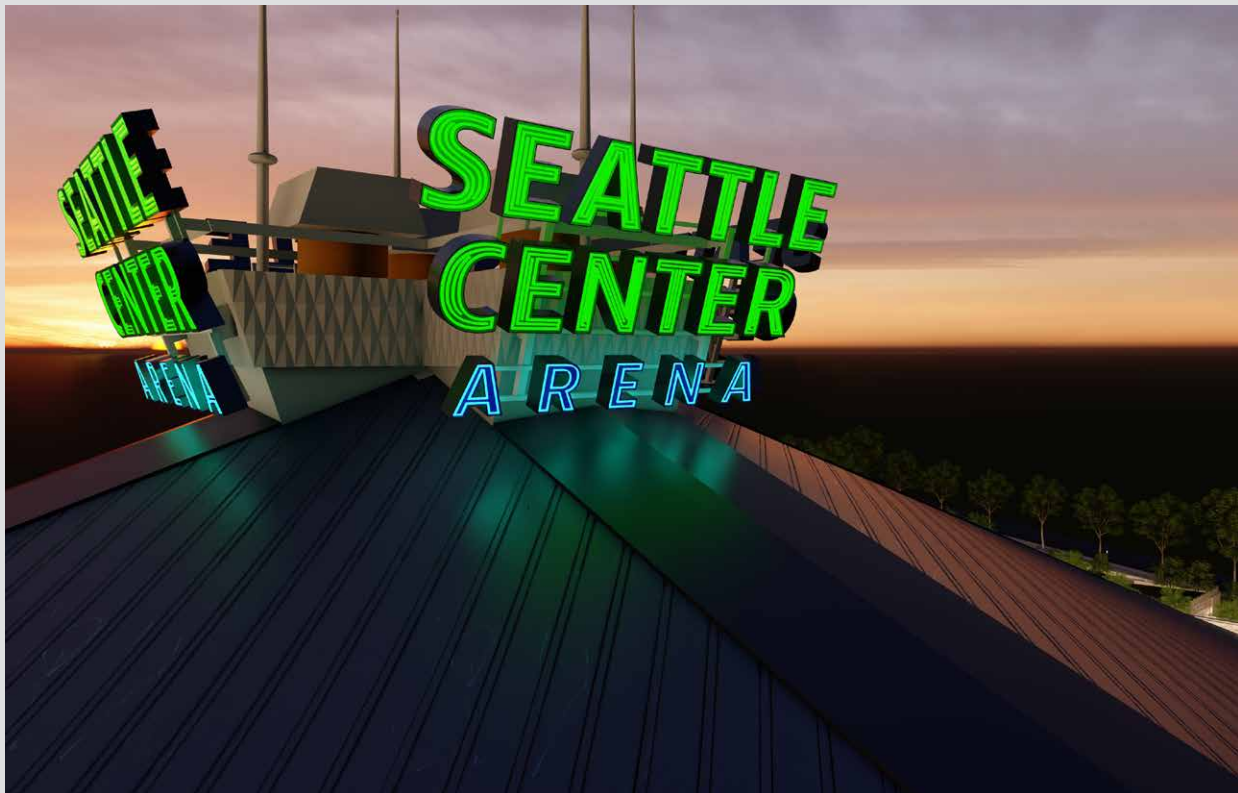
Fly Thru Animation

NPS APPROVAL

The National Park Service has approved the Historic Preservation Certification Application amendment submitted February 14, 2020, March 16, 2020 and May 21, 2020 containing building and site signage.

Since the time of the NPS submission, the naming rights partner has been announced. The Crown ID sign drawings contained in this package were approved in a Certificate of Approval by the Landmarks Preservation Board on August 19, 2020.

05.21.2020 NPS SUBMITTAL



2020 LANDMARKS SUBMITTALS



Approved by Landmarks Board, August 19, 2020

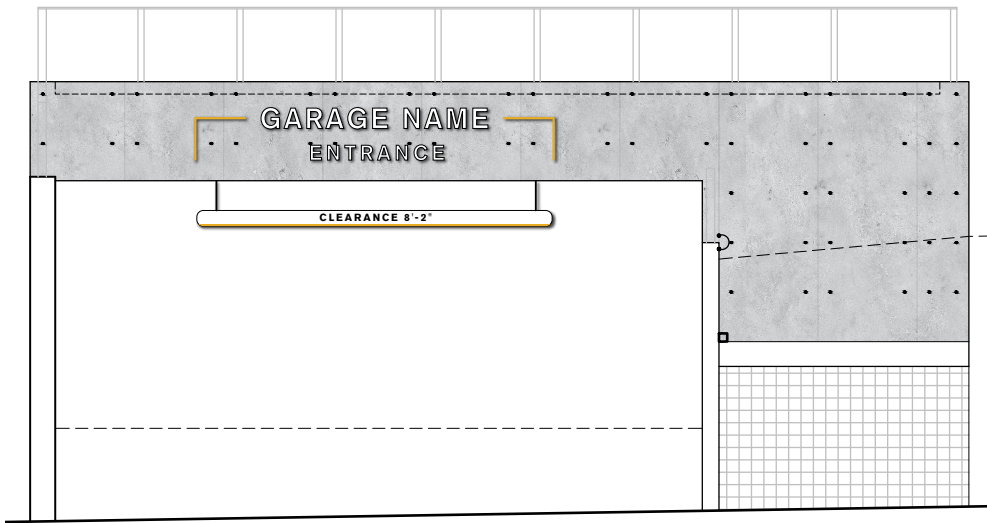


Wayfinding & Entry

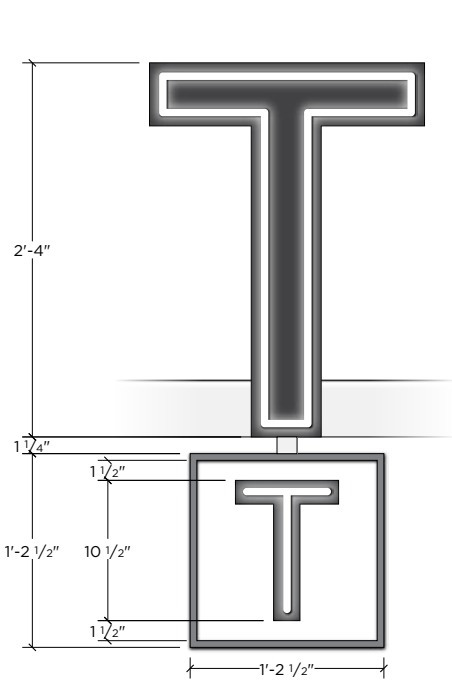
Signage



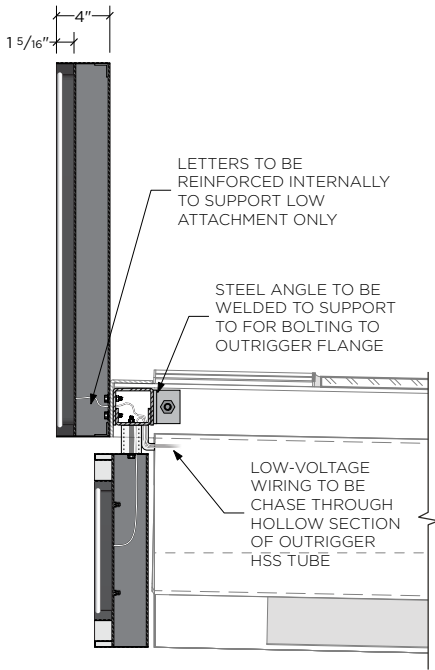
ENTRY ID SIGNS (Type F): Identify building entrances



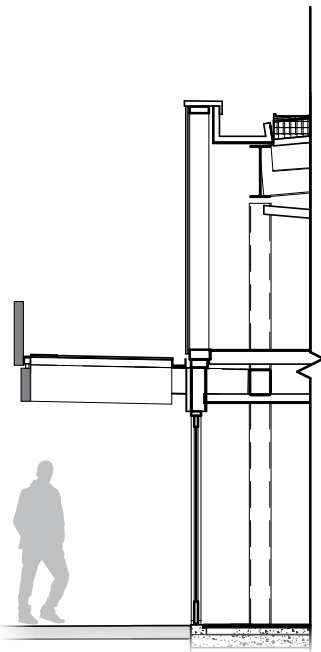
PARKING RAMP ID SIGN (Type N): Identifies entrance to parking garage on arena site.



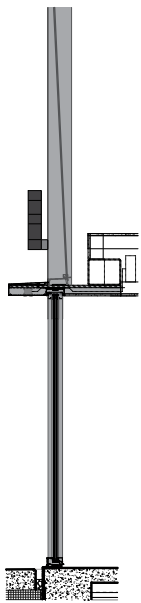
D LETTER DETAIL
SCALE: 1"=1'-0"



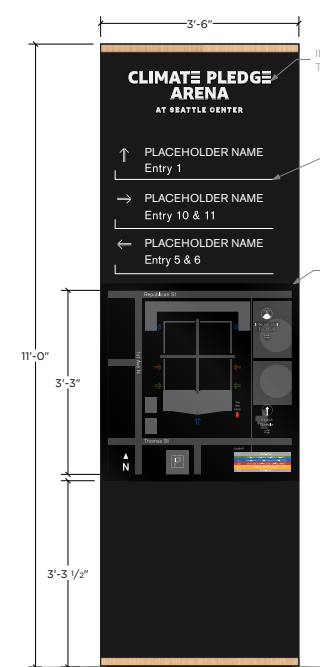
E SECTION VIEW
SCALE: 1"=1'-0"



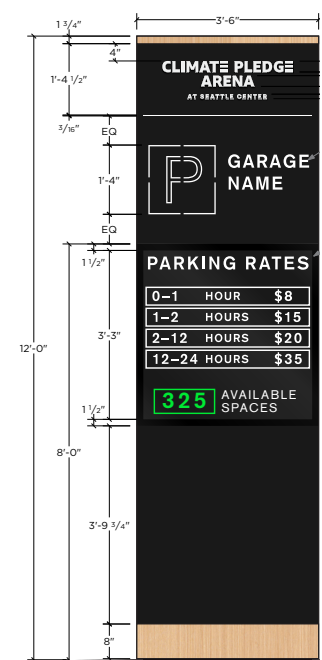
G CONTEXT SECTION
SCALE: 1/8"=1'-0"



G SECTION
SCALE: 3/16"=1'-0"



PEDESTRIAN DIRECTIONAL SIGNS (Type H): are located at directional decision points within the paths of travel.

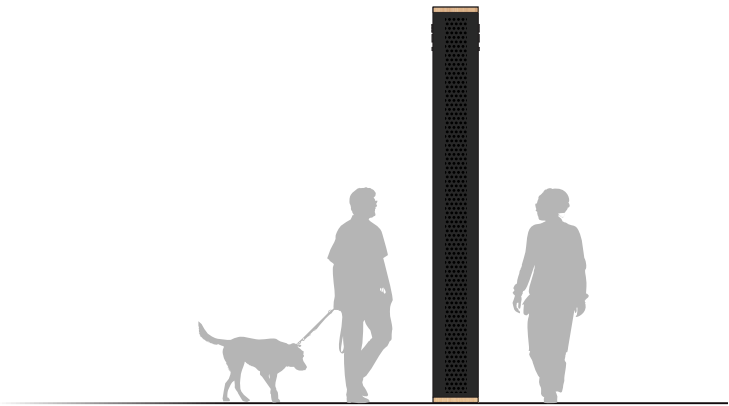


PARKING PYLON SIGN (Type P): Identifies entrance to parking garage on arena site and provides parking information.



B SIDE DETAIL
SCALE: 1/2"=1'-0"

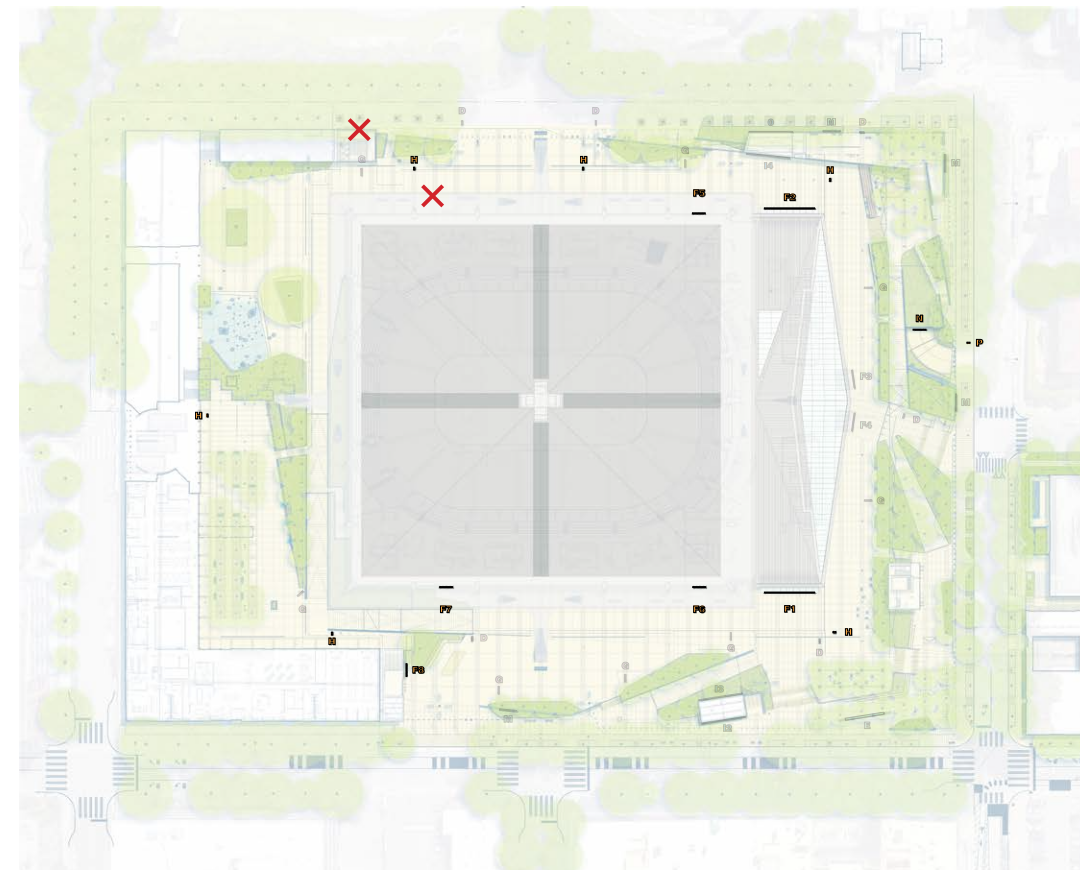
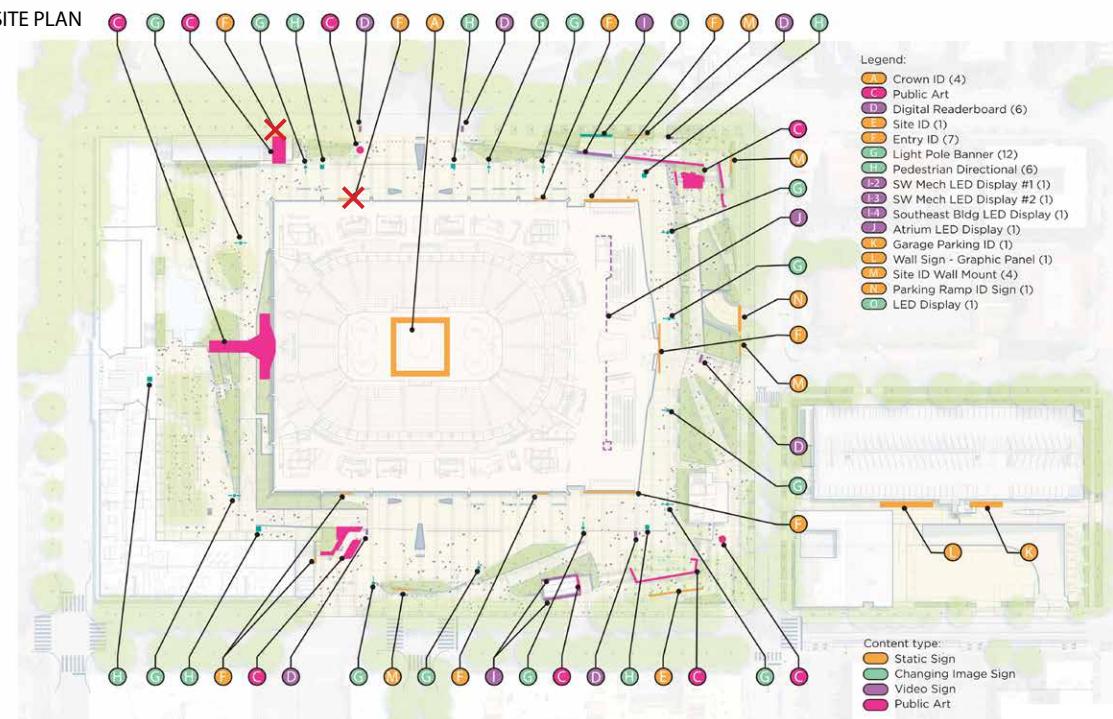
C ISO
SCALE: 1/2"=1'-0"



C CONTEXT ELEVATION
SCALE: 3/16"=1'-0"

SIGNAGE + ART

SITE PLAN



Changes Informed by Landmarks Review:

- Two (F) Entry ID signs have been removed from the northeast corner of the site.

✗ Indicates sign removal from plan

SIGNAGE + ART

VIEW OF INTERNATIONAL FOUNTAIN PAVILION



SIGNAGE + ART

VIEW FROM WARREN AVE & THOMAS ST LOOKING NORTH



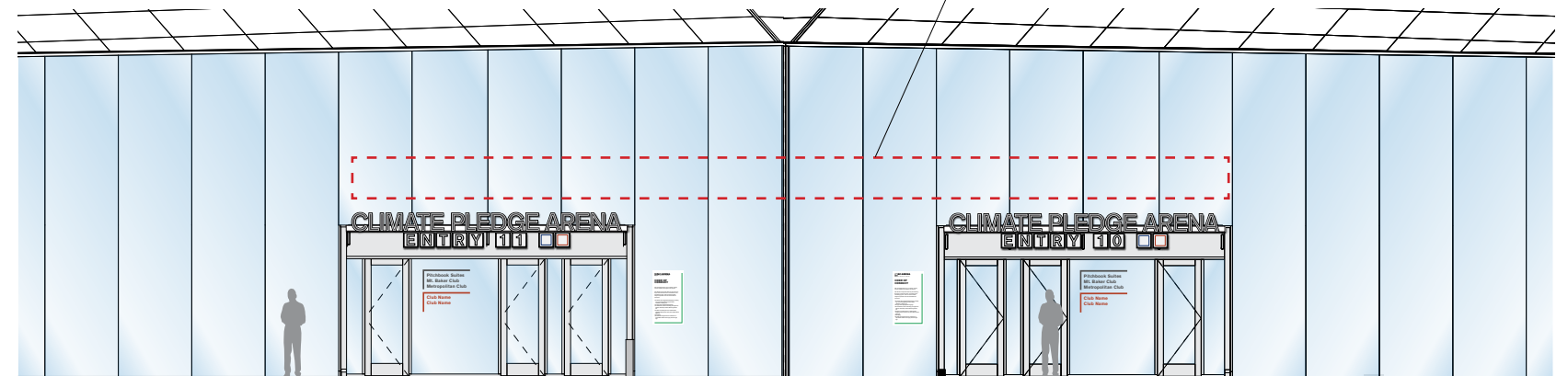
SEATTLE CENTER ARENA |

Landmarks Design Briefing | October 16, 2019 34



Dimensions shown: 3'-0" (h) x 60'-0" (w)

Red dashed line indicates dimensions shown in October 2019



Changes Informed by NPS & Landmarks Review:

- The 10/16/2019 presentation displayed one 3'-0" (h) x 60'-0" (w) sign spanning the length of both south atrium entries. The scale of the signs have now been reduced to fit above the entry canopies at 1'-2" (h) x 17'-6" (w) each.
- This equals an overall square foot reduction of ~88%.

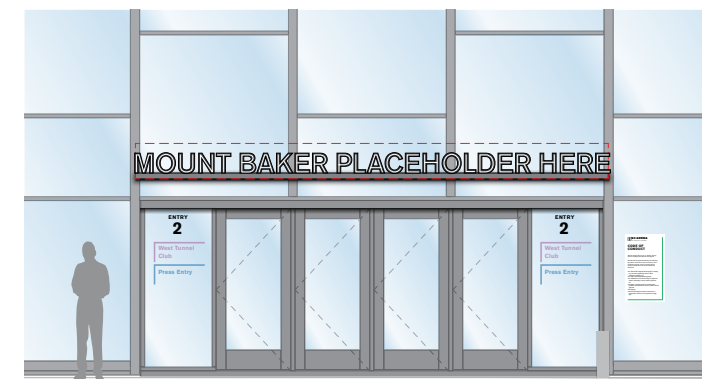
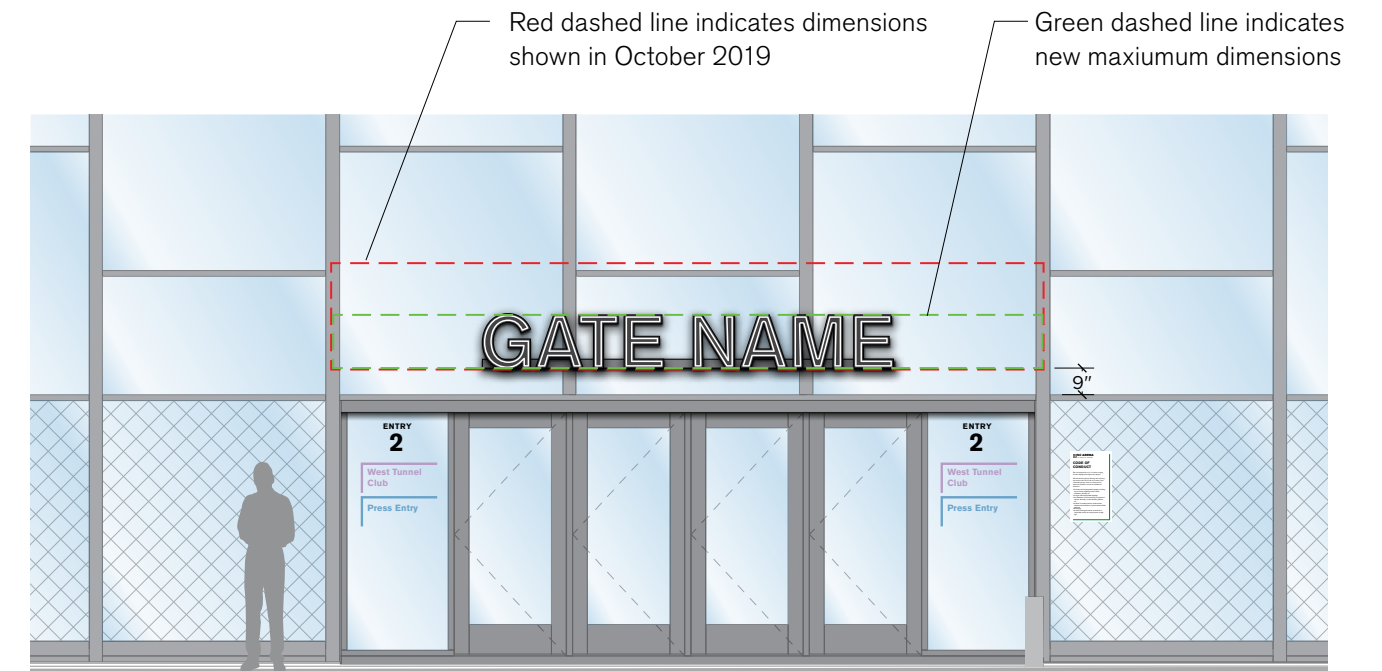
Reduced dimensions: 1'-2" (h) x 17'-6" (w), 2 locations

10.16.2019 PRESENTATION



Dimensions shown: 3'-0" (h) x 20'-0"

10.07.2020 PRESENTATION

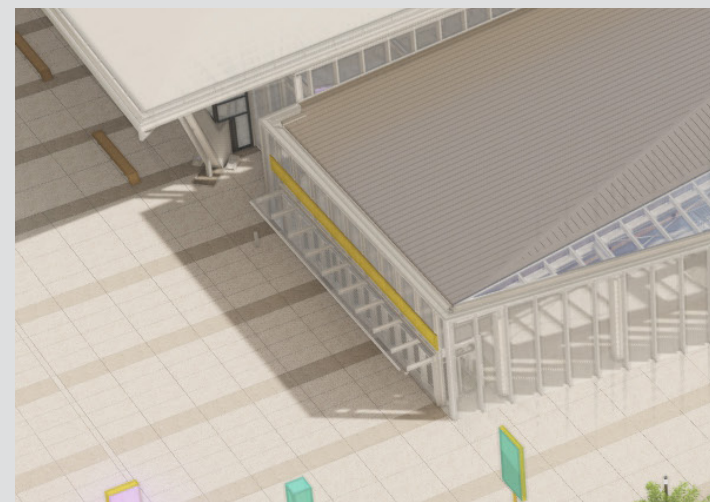
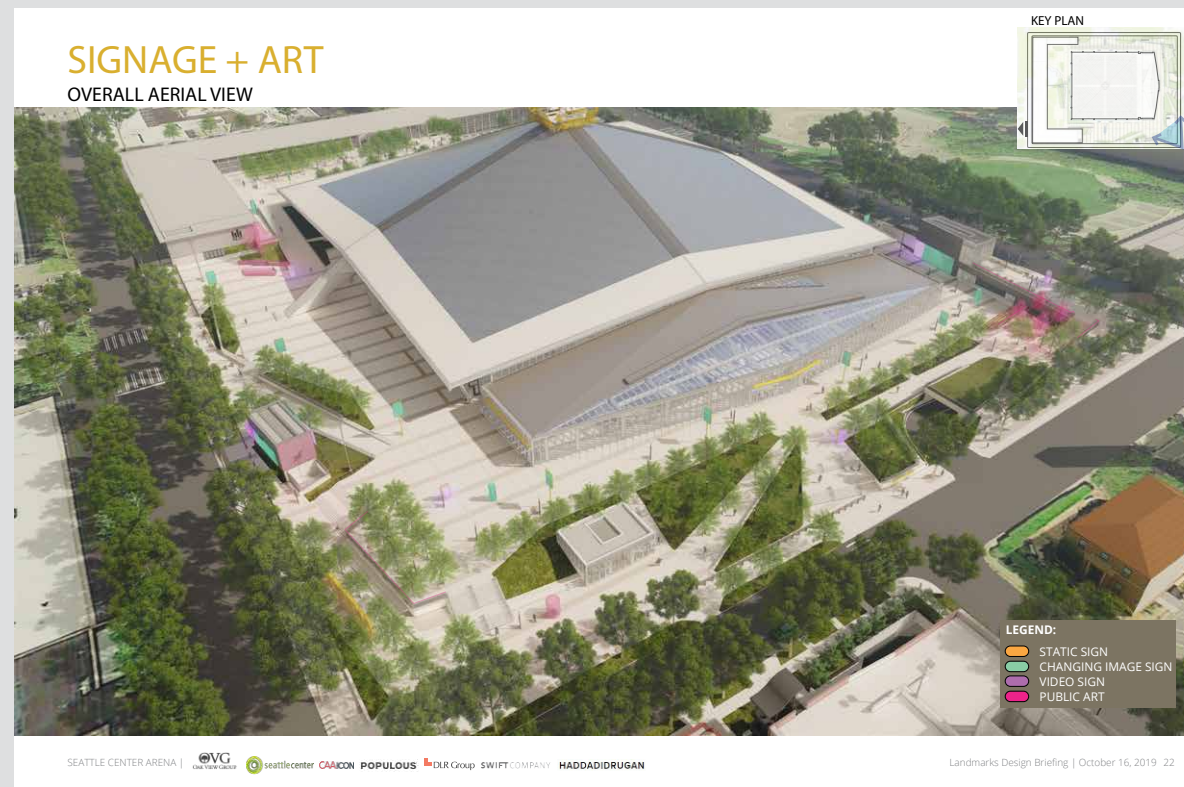


Changes Informed by NPS & Landmarks Review:

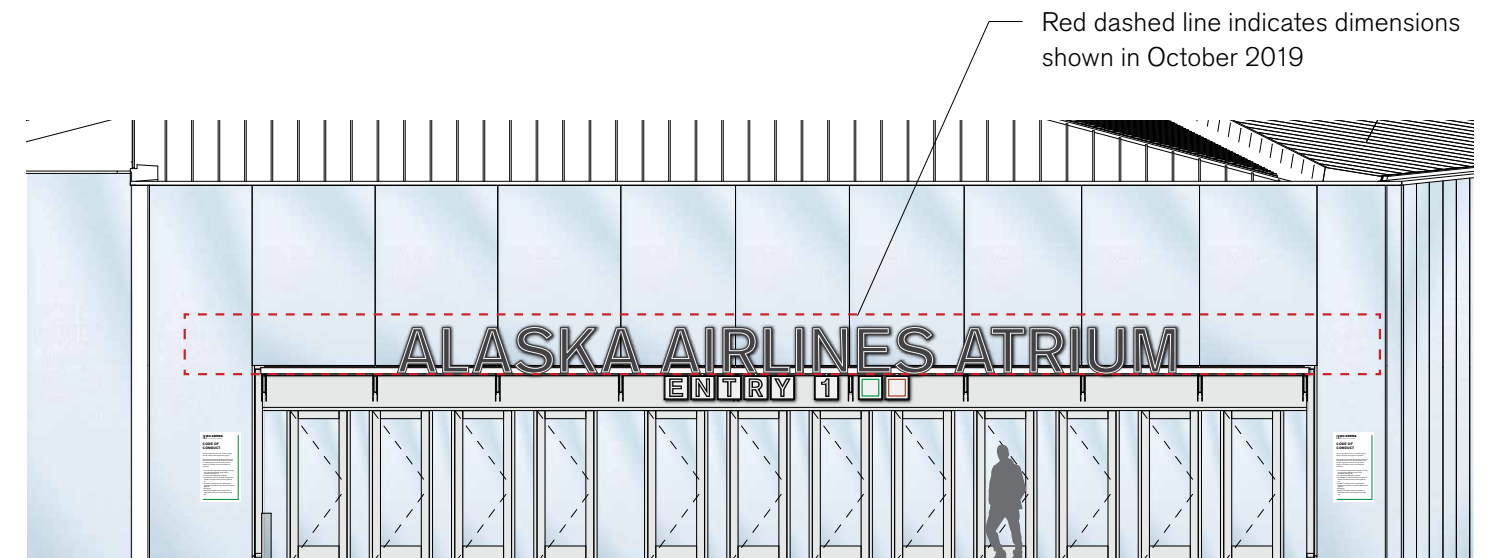
The entry signage on the historic curtain wall will consist of one line of text, a maximum of 20 feet wide by 1 foot 6 inches tall. The font will be proportioned to fit within these maximum dimensions; a sponsor with a longer name will thus have a wider (up to 20 feet) but shorter sign, while a sponsor with a shorter name will have a taller (up to 18 inches) but narrower sign.

Reduced dimensions: Maximum height is 1'6".

Overall square footage of sign was reduced by 50%-75% dependent upon final entry name.



Dimensions shown: 3'-0" (h) x 60'-0" (w)

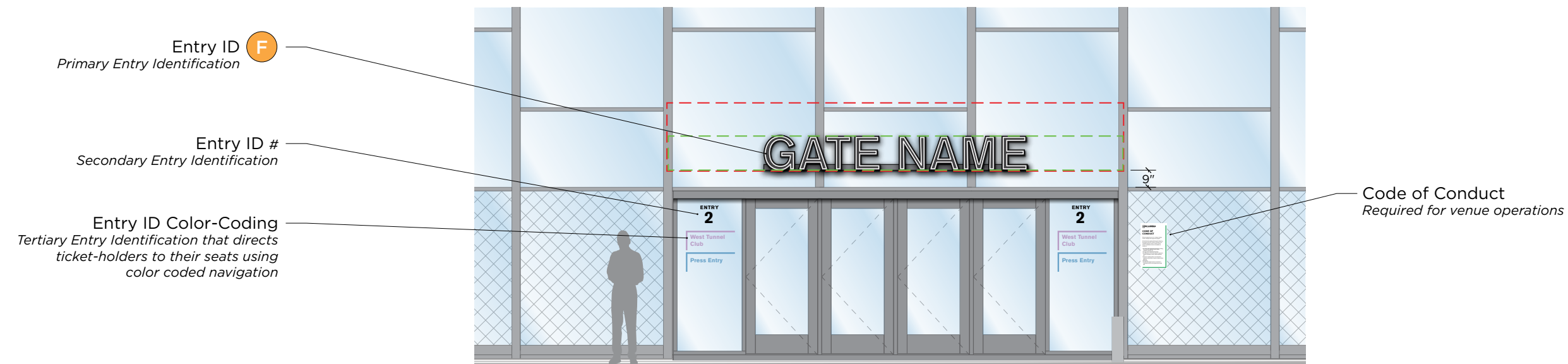
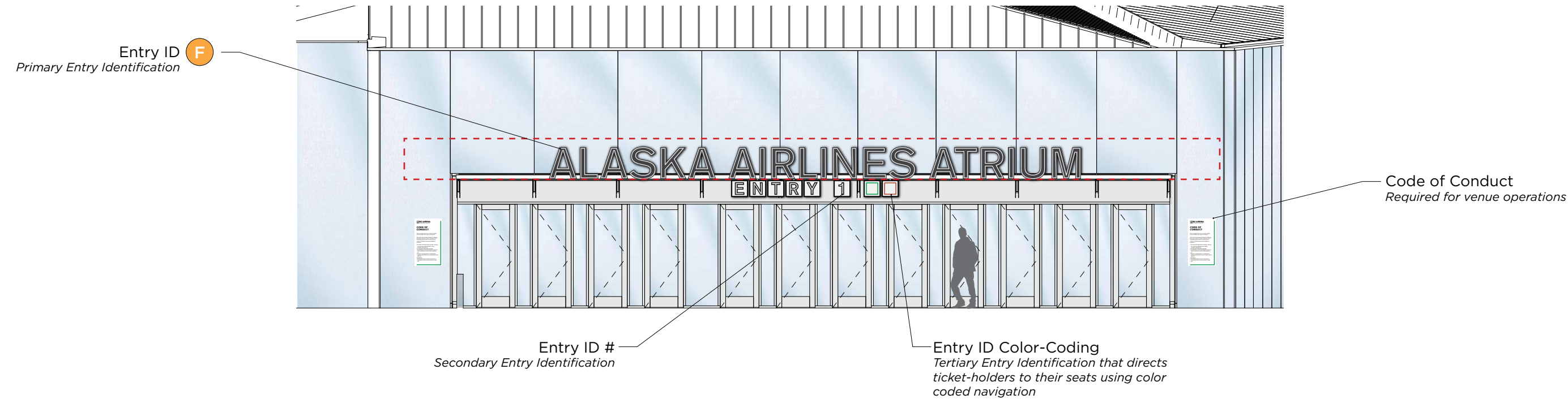


Changes Informed by Landmarks Review:

The proposed signage has been reduced in size. The sponsorship and design of the atrium entry signage has been finalized; these signs will be one line of text, 38 feet 5 inches wide by 2 feet 4 inches high and will read ALASKA AIRLINES ATRIUM.

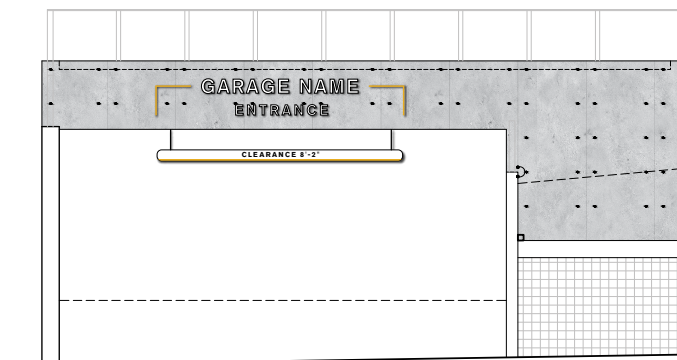
Reduced dimensions: 2'-4" (h) x 38'-5" (w)

ENTRIES SIGNAGE PURPOSE





Dimensions shown: 6'-0" (h) x 20'-0" (w)



Changes informed by Landmarks Review:

- The proposed archway signage has been changed to an informational pylon and sign mounted to the overhead area of the garage ramp entry.

Dimensions:

Parking Garage Pylon: 12'-0" (h) x 3'-6" (w)

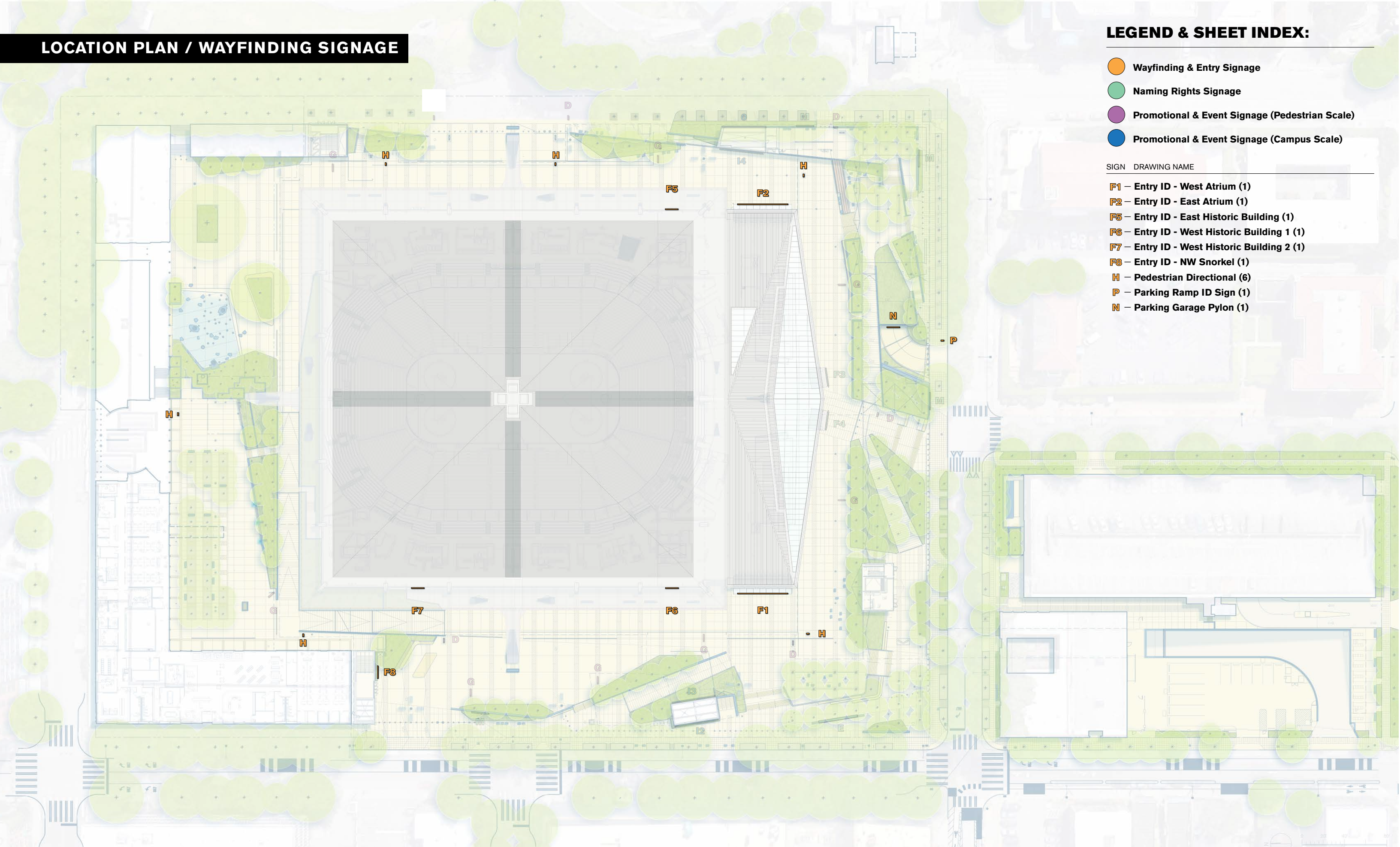
Parking Ramp ID Sign: 6'-0" (h) x 20'-0" (w) maximum

LOCATION PLAN / WAYFINDING SIGNAGE

LEGEND & SHEET INDEX:

- Wayfinding & Entry Signage
- Naming Rights Signage
- Promotional & Event Signage (Pedestrian Scale)
- Promotional & Event Signage (Campus Scale)

SIGN	DRAWING NAME
F1	Entry ID - West Atrium (1)
F2	Entry ID - East Atrium (1)
F5	Entry ID - East Historic Building (1)
F6	Entry ID - West Historic Building 1 (1)
F7	Entry ID - West Historic Building 2 (1)
F8	Entry ID - NW Snorkel (1)
H	Pedestrian Directional (6)
P	Parking Ramp ID Sign (1)
N	Parking Garage Pylon (1)











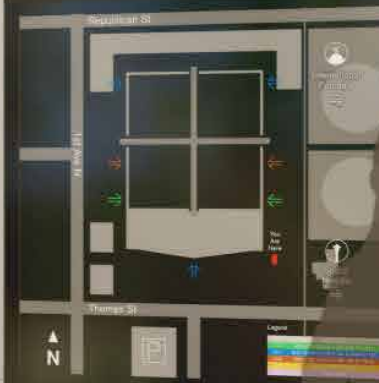




ALASKA AIRLINES ATRIUM
ENTRY 1

CLIMATE PLEDGE
ARENA
AT SEATTLE CENTER

- ↑ PLACEHOLDER NAME
Entry 1
- PLACEHOLDER NAME
Entry 10 & 11
- ← PLACEHOLDER NAME
Entry 5 & 6

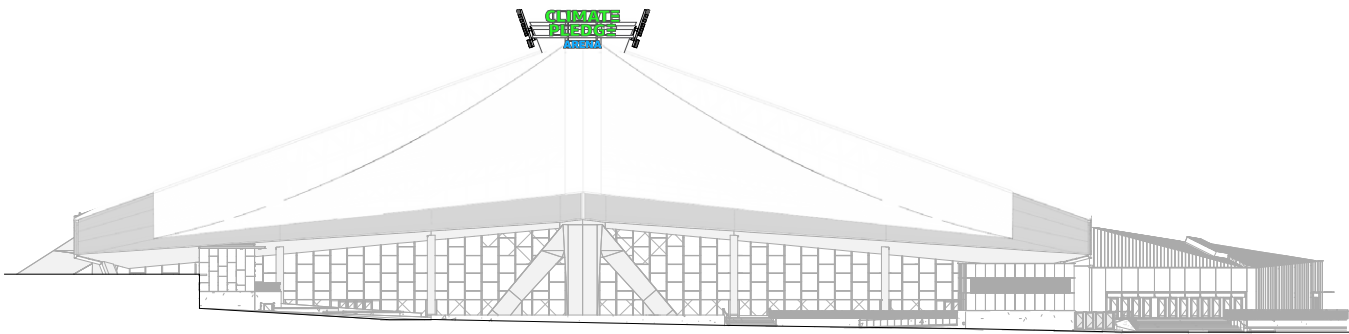




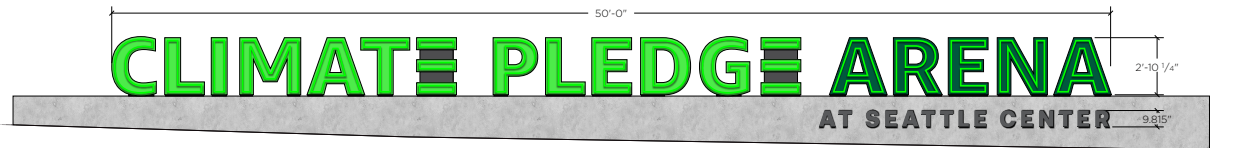
Naming Rights

Signage

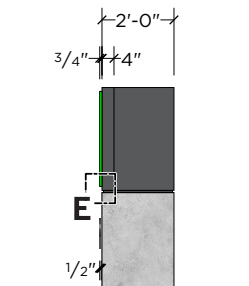
DEFINITION OF SIGN PURPOSE / NAMING RIGHTS SIGNAGE



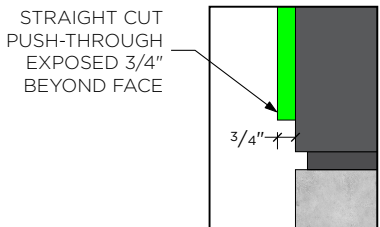
CROWN ID SIGN (Type A)



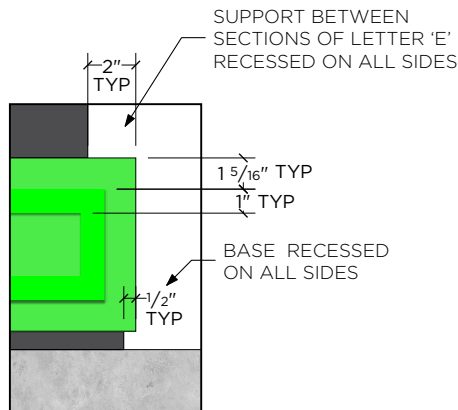
SITE ID SIGN (Type E)



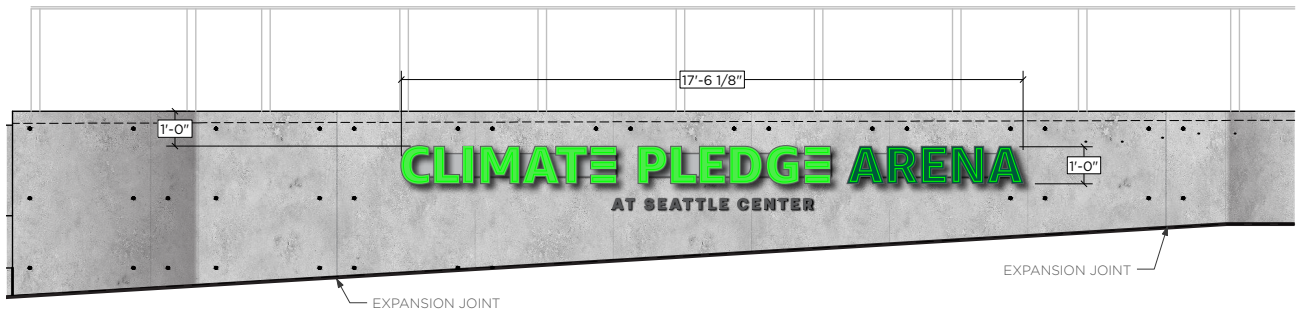
C SIDE DETAIL
SCALE: 3/16"=1'-0"



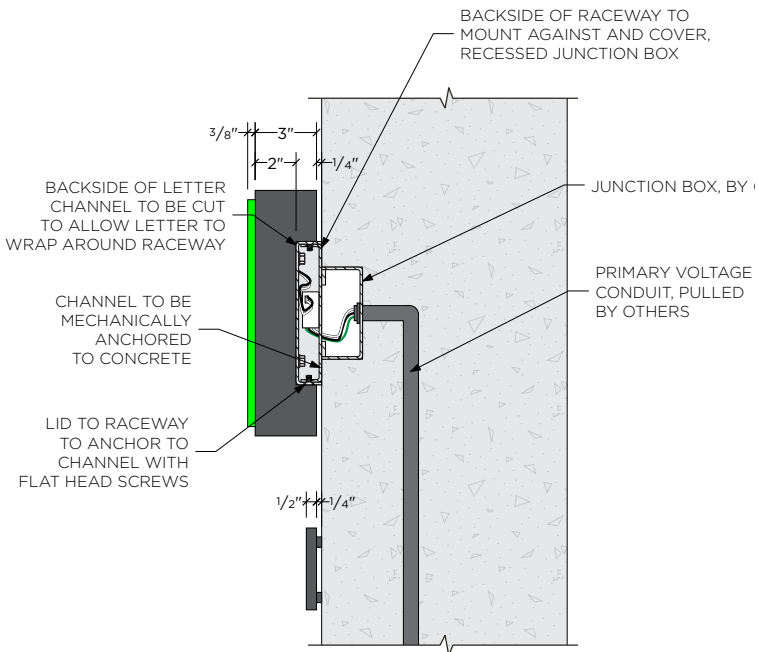
E ENLARGED DETAIL
SCALE: 1 1/2"=1'-0"



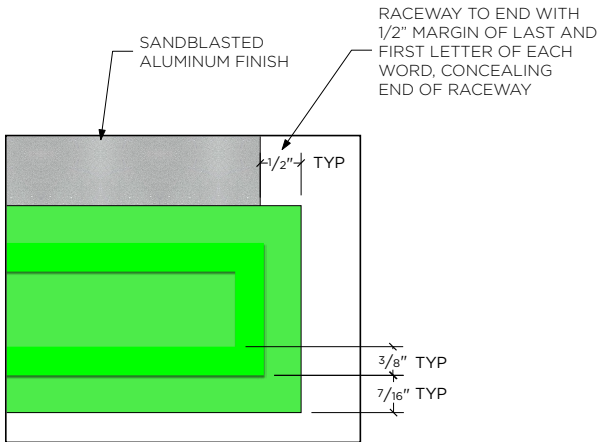
F ENLARGED DETAIL
SCALE: 1 1/2"=1'-0"



SITE ID WALL MOUNT SIGN (Type M)



C SECTION DETAIL
SCALE: 1 1/2"=1'-0"



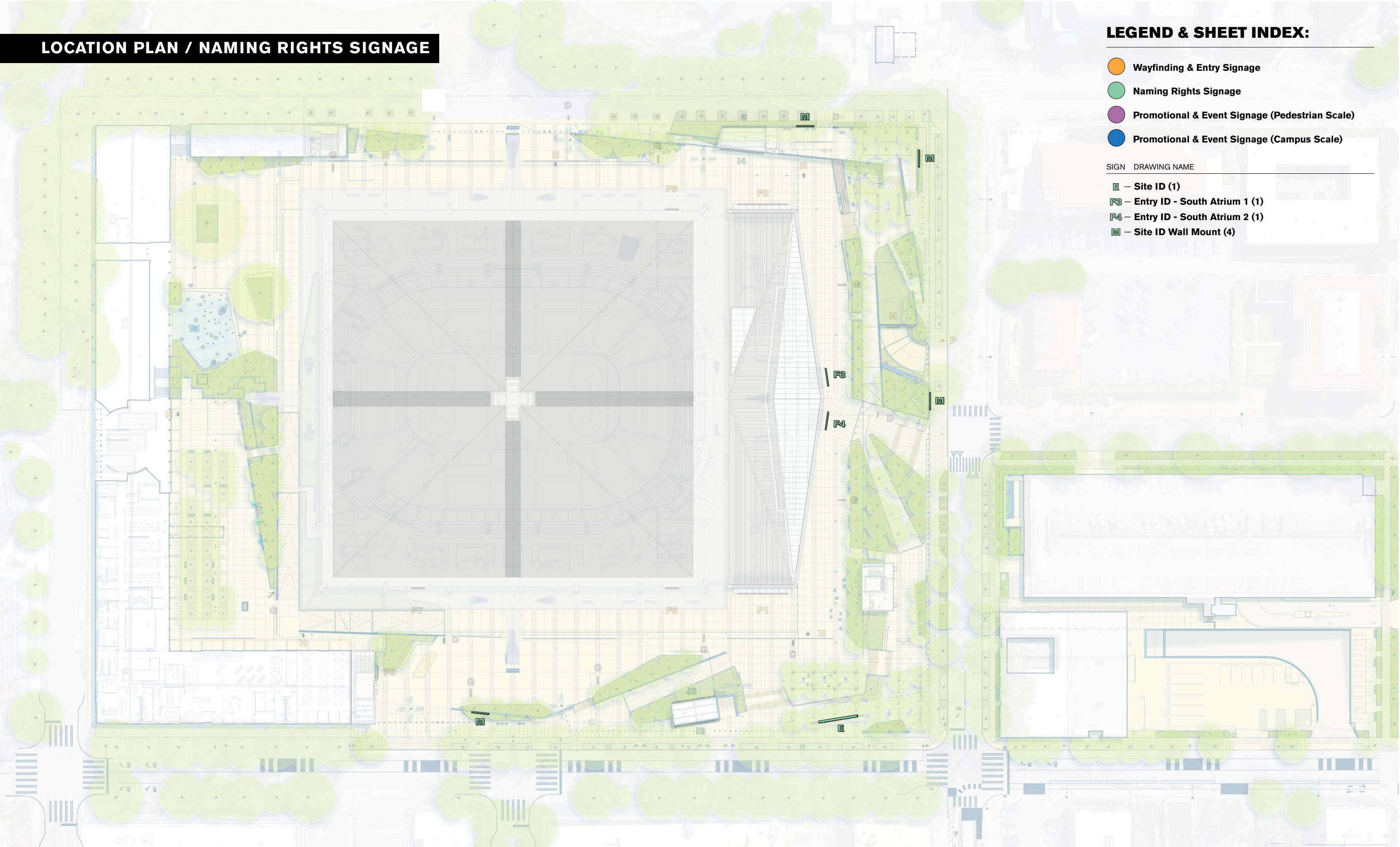
E ENLARGED DETAIL
SCALE: 1/2"=1'-0"

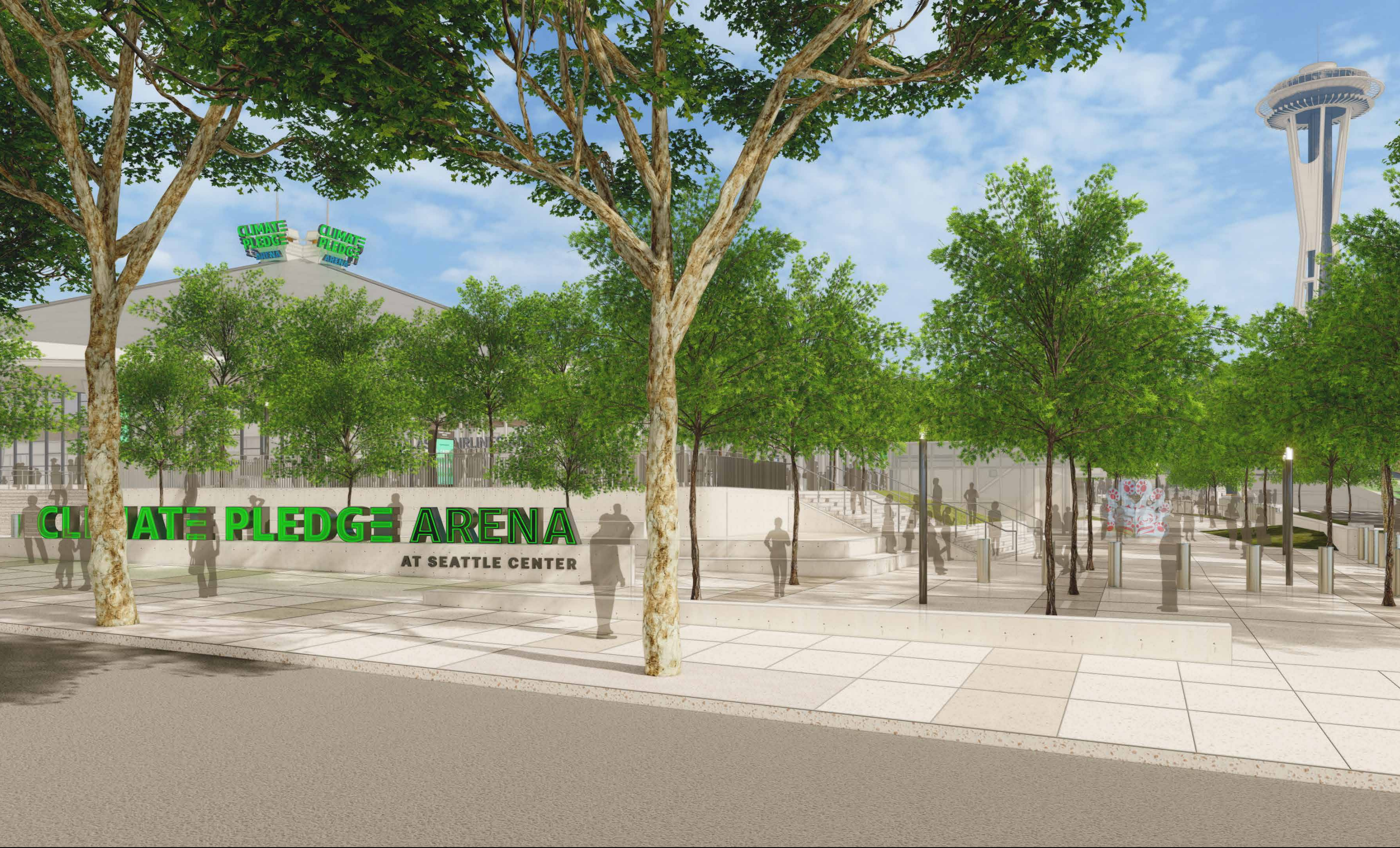
LOCATION PLAN / NAMING RIGHTS SIGNAGE

LEGEND & SHEET INDEX:

- Wayfinding & Entry Signage
- Naming Rights Signage
- Promotional & Event Signage (Pedestrian Scale)
- Promotional & Event Signage (Campus Scale)

SIGN	DRAWING NAME
E	Site ID (1)
F3	Entry ID - South Atrium 1 (1)
F4	Entry ID - South Atrium 2 (1)
M	Site ID Wall Mount (4)

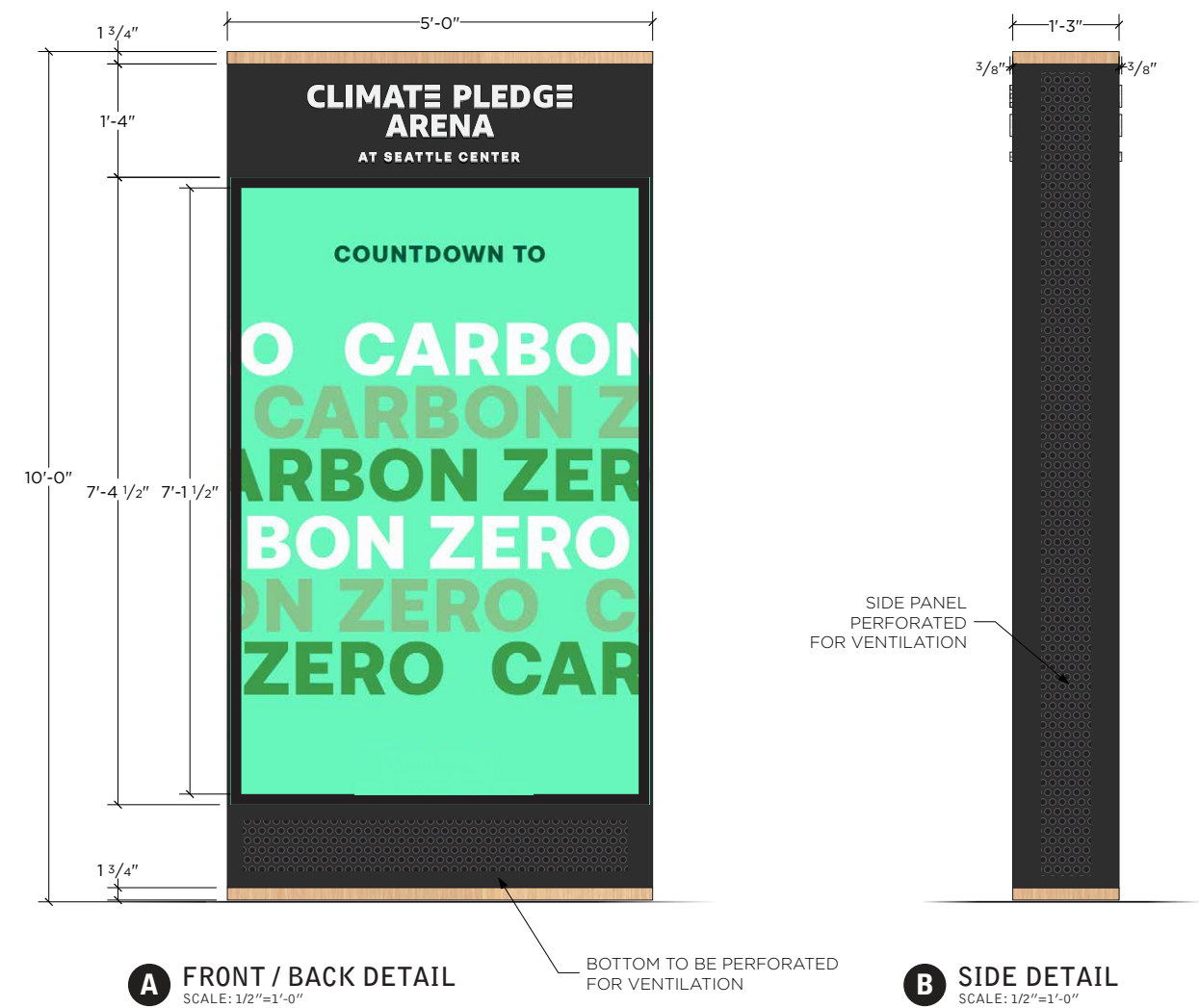




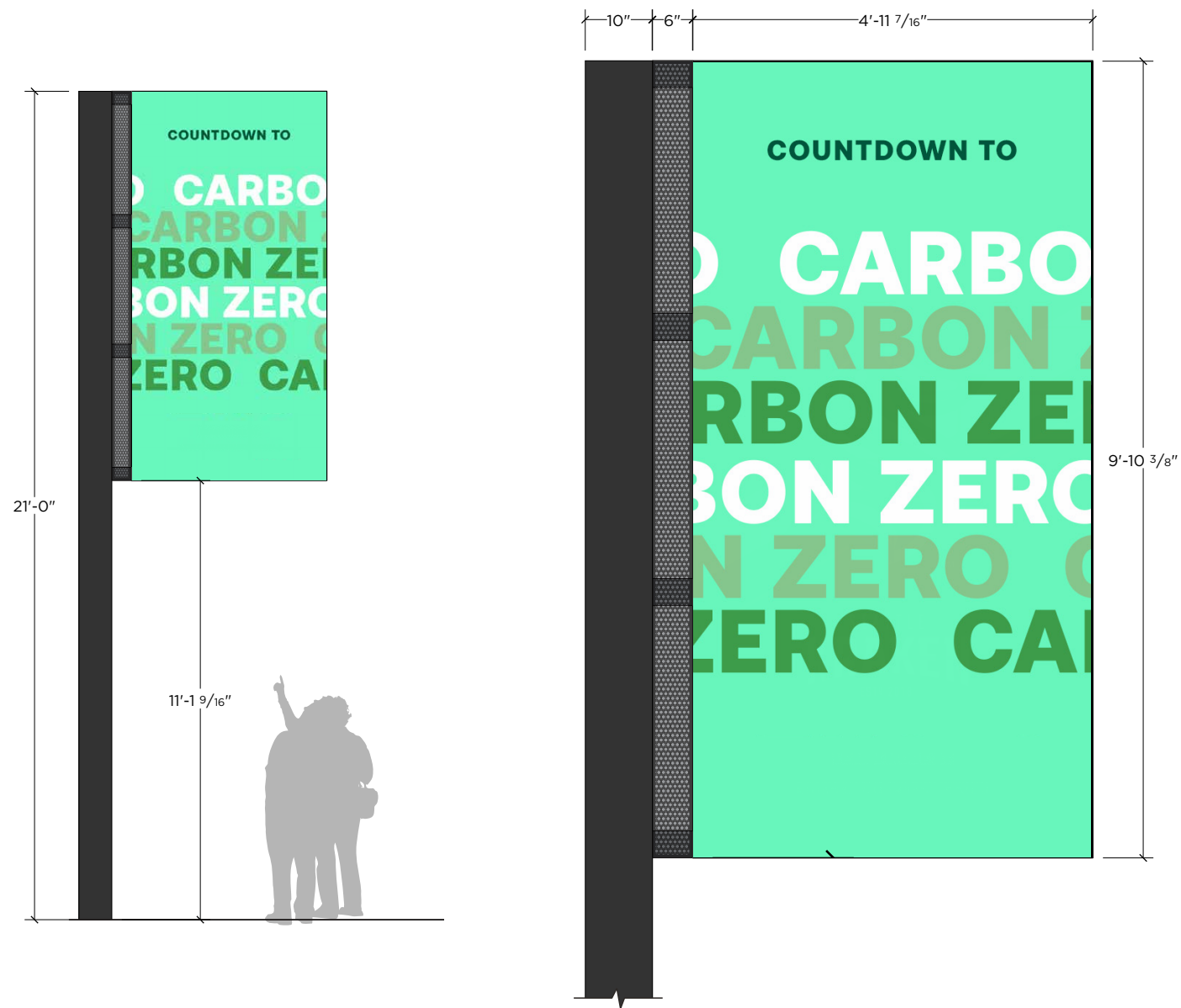


Promotional & Event Signage

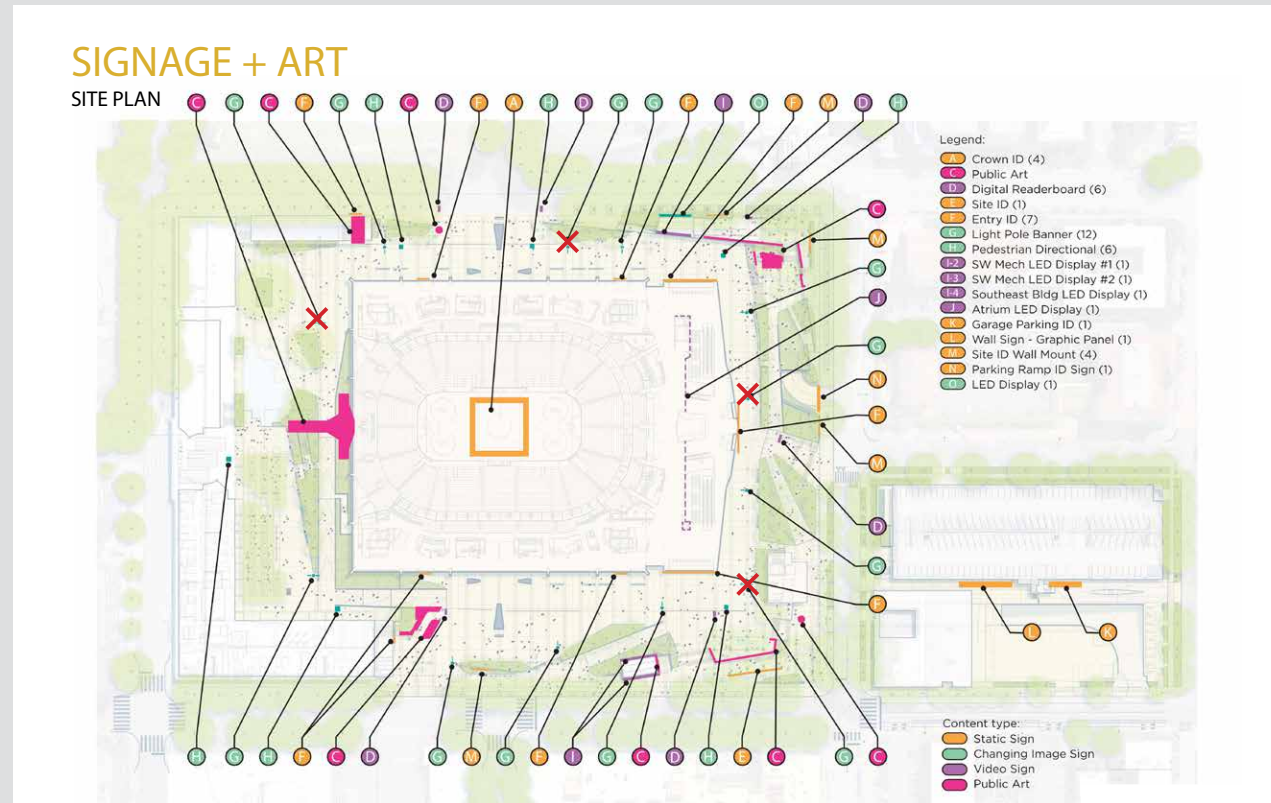
Pedestrian Scale



DIGITAL READERBOARDS (Type D)
Sign Content will communicate to arena guests event information, both current and upcoming; as well as, support arena and campus partners and other activity at Seattle Center.

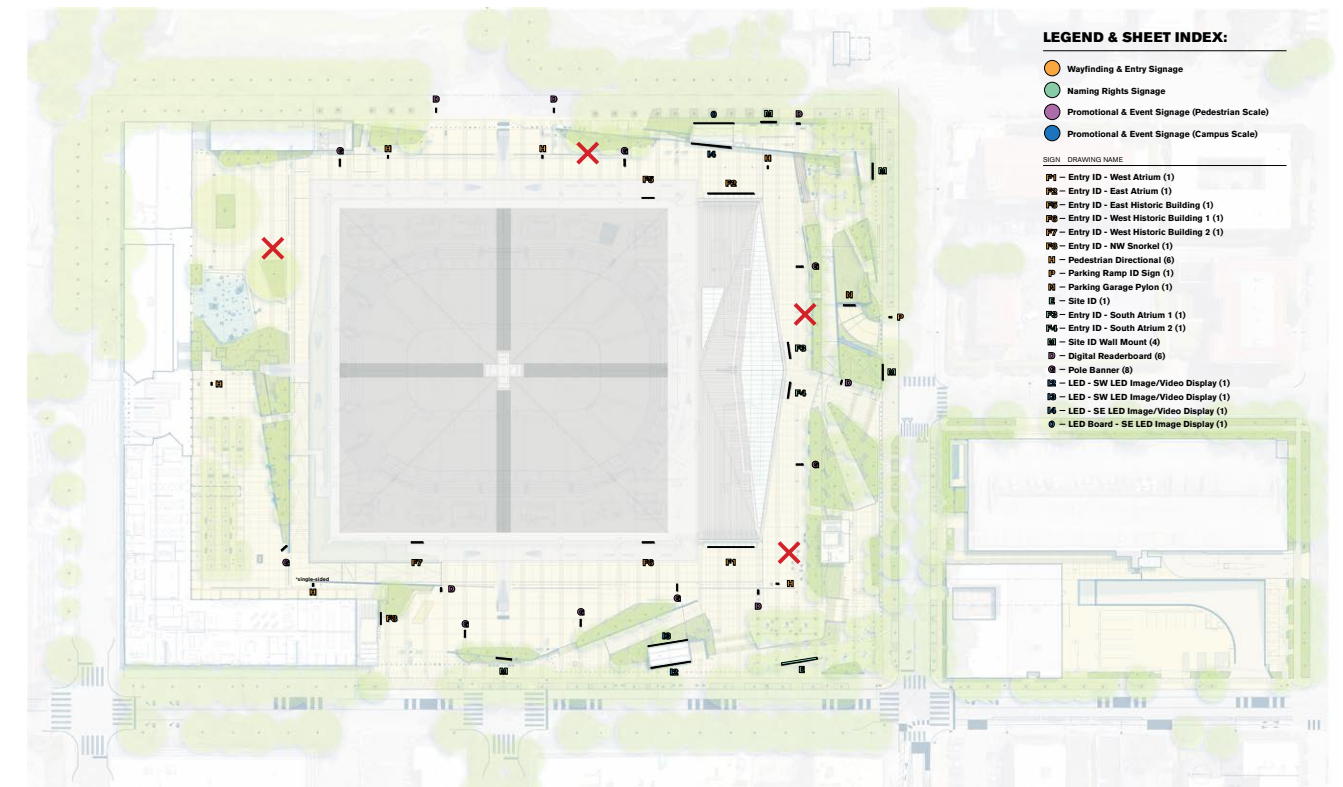
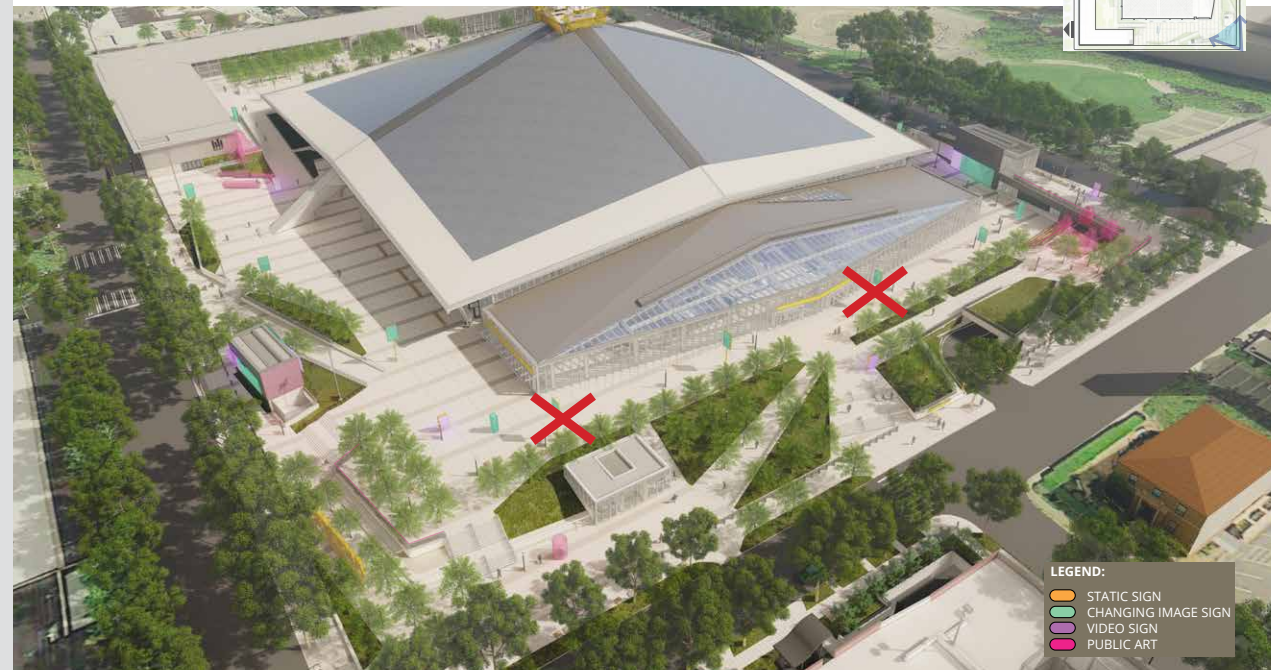


POLE BANNER SIGNS (Type G):
Sign Content will communicate to arena guests event information, both current and upcoming; as well as, support arena and campus partners and other activity at Seattle Center.



SIGNAGE + ART

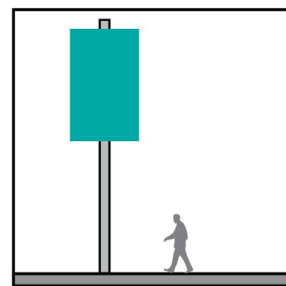
OVERALL AERIAL VIEW



Changes Informed by NPS & Landmark Reviews:

- The overall number of (G) Pole Banner signs has been reduced from twelve to eight.
- Two (G) Pole Banner signs have been repositioned on the south side of the site to appear symmetrical and be centered between the entries, and to address the cluster of signage in the southwest corner
- The signs will be sparsely located in the extremely large plazas and will in most cases be some hundreds of feet apart.

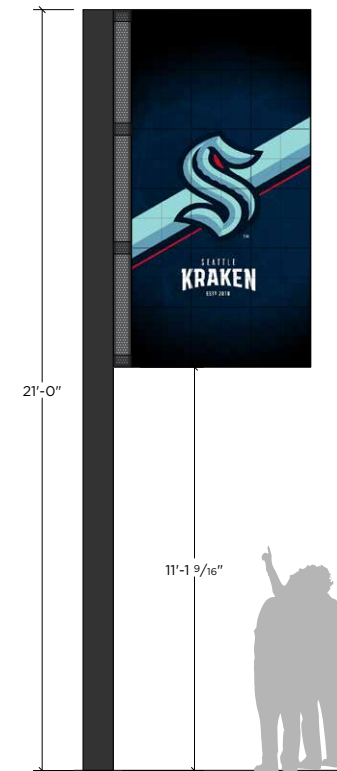
X Indicates sign removal from plan



G 10'H x 6'W (2-SIDED)
LIGHT POLE
BANNERS

Non-video capable digital display
changing-image sign. Each sign is
double-sided.

Dimensions shown: 10'-0" (h) x 6'-0" (w)



Changes Informed by NPS & Landmark Reviews:

- The overall height of the (G) Pole Banner Signs has been reduced slightly from 22 feet to 21 feet.
- The display sizes have been reduced in size from 10' H x 6'-0" W to 9'-10" H x 4'-11" W
- The height of the sign is necessary both to provide appropriate clearance underneath and to allow unobstructed views of the arena, and is quite low in comparison to the enormous height of the building. The design is simple and minimalist to avoid any visual conflict with the arena.

Reduced dimensions: 9'-10" (h) x 4'-11" (w)

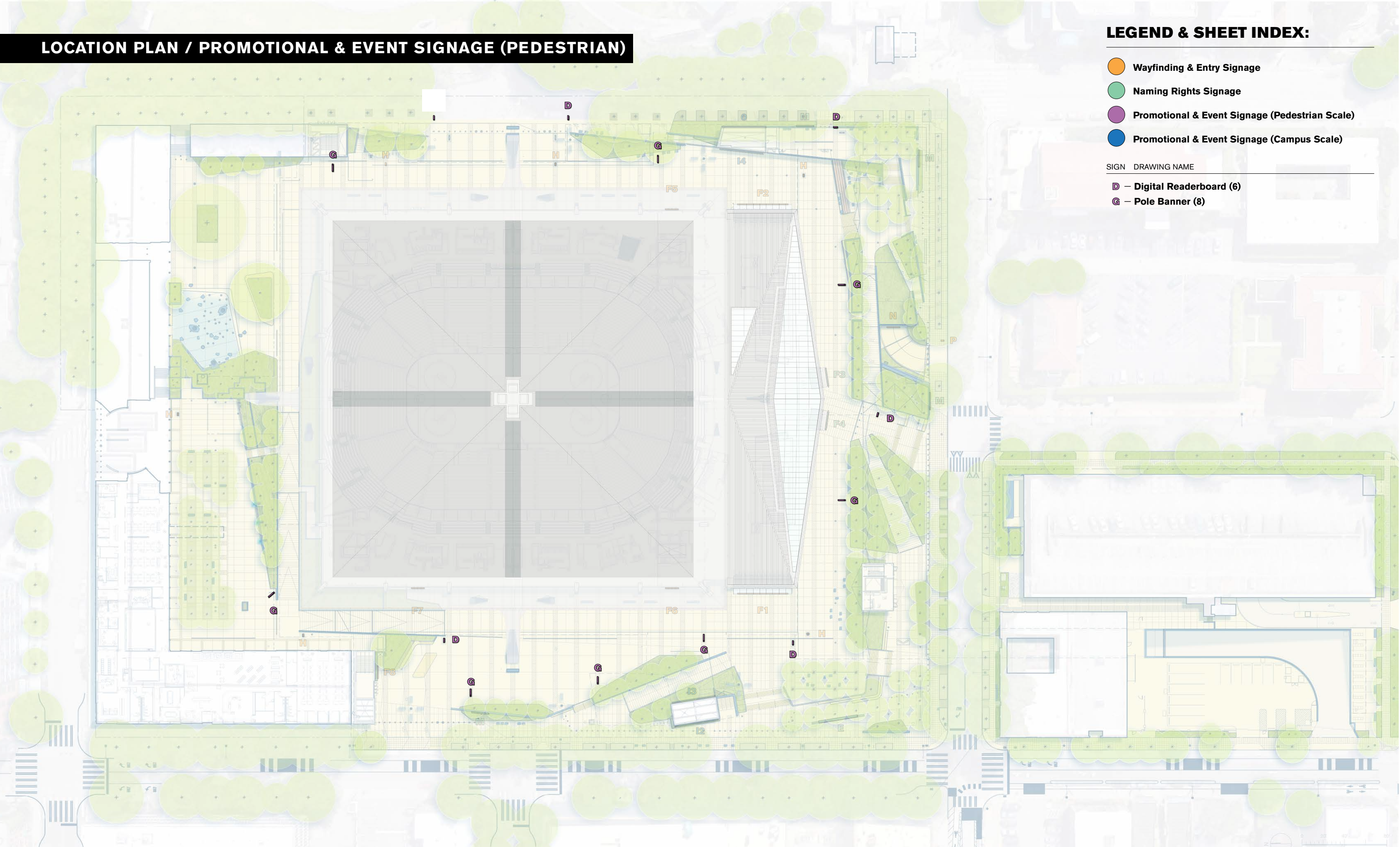
LOCATION PLAN / PROMOTIONAL & EVENT SIGNAGE (PEDESTRIAN)

LEGEND & SHEET INDEX:

- Wayfinding & Entry Signage
- Naming Rights Signage
- Promotional & Event Signage (Pedestrian Scale)
- Promotional & Event Signage (Campus Scale)

SIGN DRAWING NAME

- D – Digital Readerboard (6)
- G – Pole Banner (8)

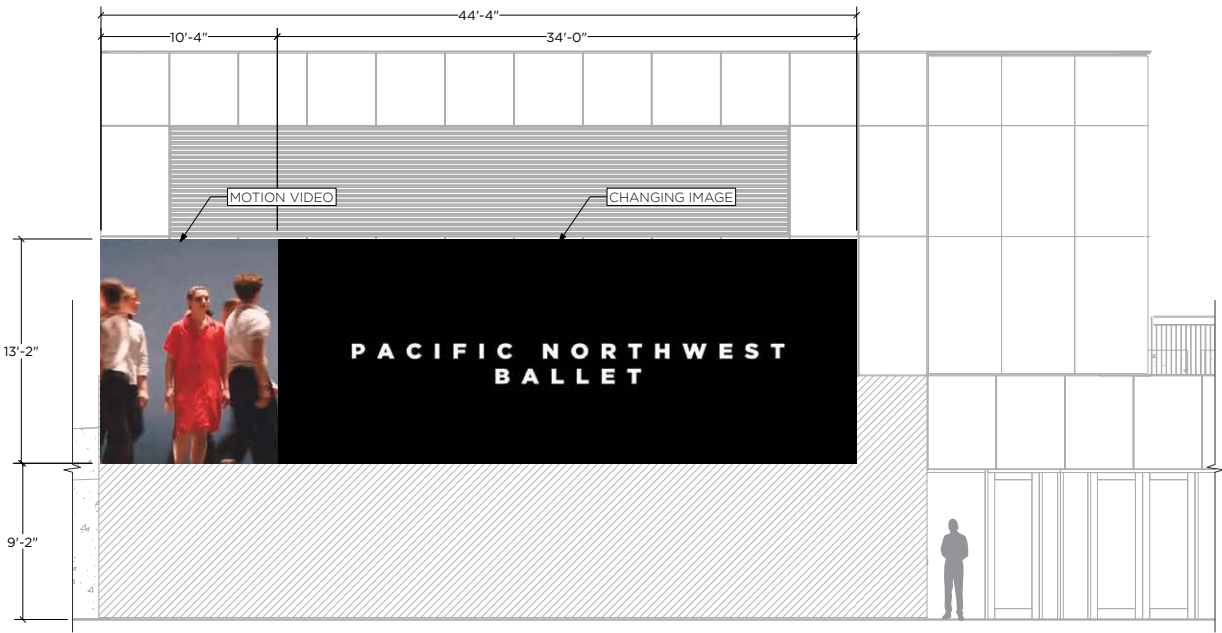
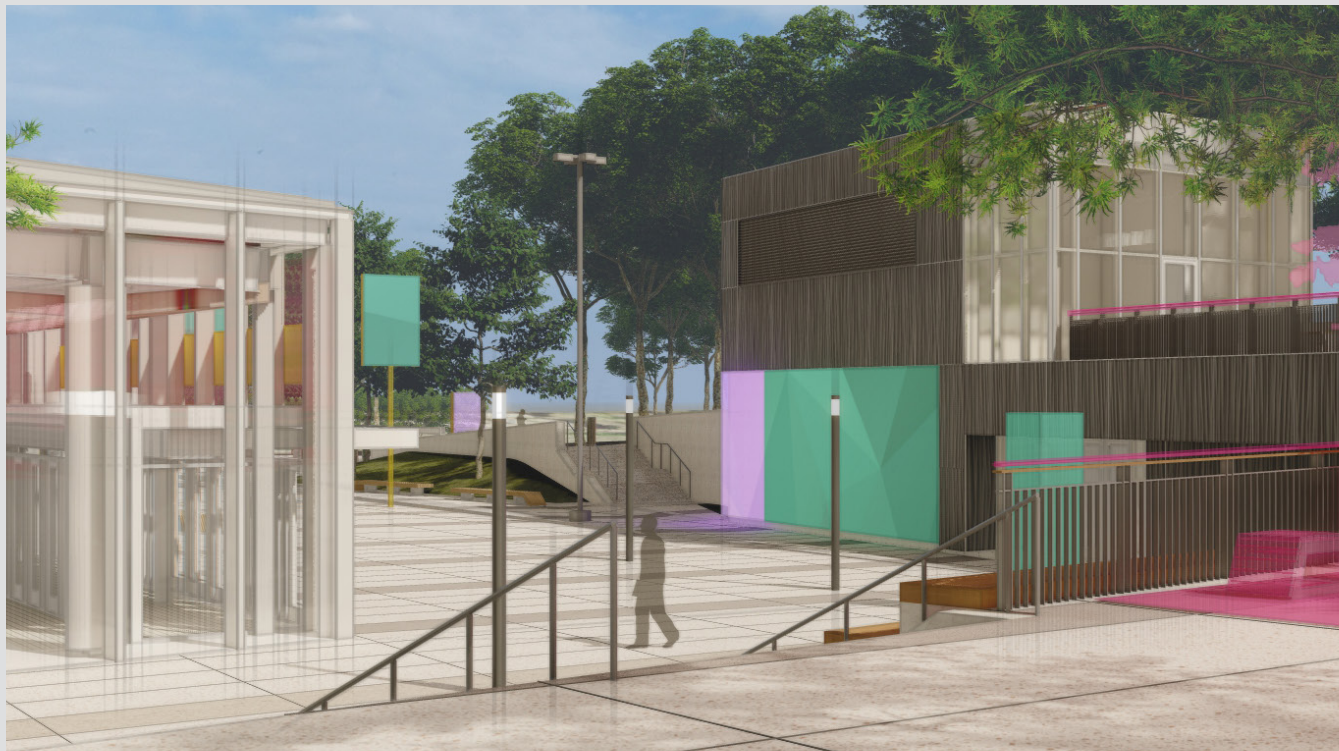






Promotional & Event Signage

Campus Scale



I-4 LED Board

Design Evolution:

- I-4 has decreased in height, from 14'-9" tall and 45'-0" wide, to 13'-2" tall, and 44'-4" wide.
- I-4 has been moved to 9'-2" above the ground plane

SC Arena Signage Table
9-May-19

Sign Type	Sign Name	Graphic	Size	Sign Sides	Quantity	Size (sqft) each side	Total (sqft)
A	Crown Identity	Changing Color (LED)	10'-0" (h) x 45'-0" (w)	1	4	688	2752
B	Accent Bldg Lighting	Changing Color (LED)	0'-0" (h) x 400'-0" (w)	1	4	200	800
D	Digital Roadsideboard	Dynamic (LED) Display	10'-0" (h) x 5'-0" (w)	2	6	50	300
E	Site Identity	Static Illuminated	10'-0" (h) x 50'-0" (w)	1	1	500	500
F	Entry Identity	Static Illuminated	3 signs: 3'-0" (h) x 50'-0" (w) 3 signs: 3'-0" (h) x 10'-0" (w)	1	7	180	1260
G	Light Pole Banners	Changing Image (LED) Display	10'-0" (h) x 6'-0" (w)	2	12	60	1440
M	Pedestrian Directional	Changing Image Illuminated	11'-0" (h) x 3'-0" (w)	2	6	33	396

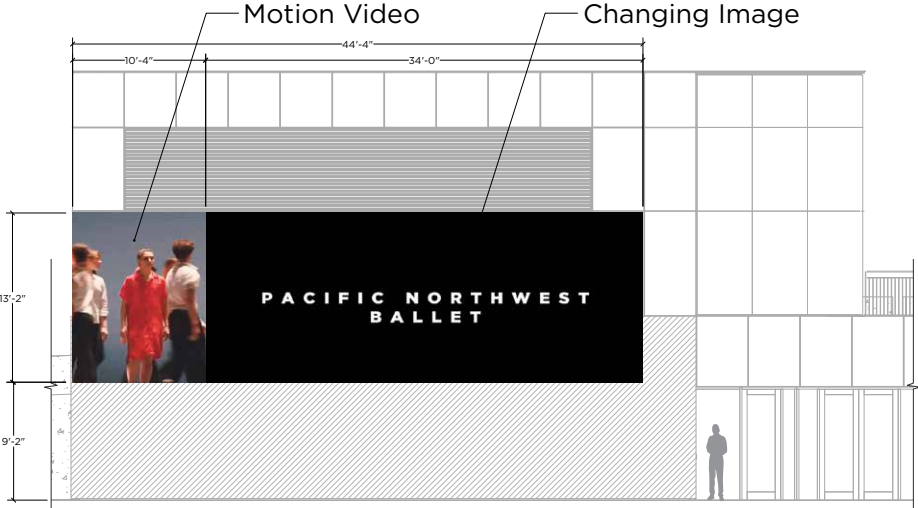
I-4	Site LED Display	*Portion video dynamic (LED) Display (150 sq ft)	14'-9" (h) x 45'-0" (w)
-----	------------------	--	-------------------------

I-4	Site LED Display	*Portion video dynamic (LED) Display (150 sq ft)	14'-9" (h) x 45'-0" (w)	1	1	672	672
I	Atrium LED Display	Dynamic (LED) Display	(30% of) 8,000 sqft	1	1	2400	2400
K	Garage Parking ID	Static Illuminated	22'-0" (h) x 8'-0" (w)	1	1	200	200
L	Wall Sign - Graphic Panel	Static Illuminated	10'-7" (h) x 10'-0" (w)	1	1	672	672
M	Site ID Wall Mount	Static Illuminated	1'-10" (h) x 10'-0" (w)	1	4	34	136
N	Parking Ramp ID Sign	Static Illuminated	6'-0" (h) x 20'-0" (w)	1	1	120	120
O	LED Display	Changing Image (LED) Display	8'-0" (h) x 30'-0" (w)	1	1	256	256
Total							11804

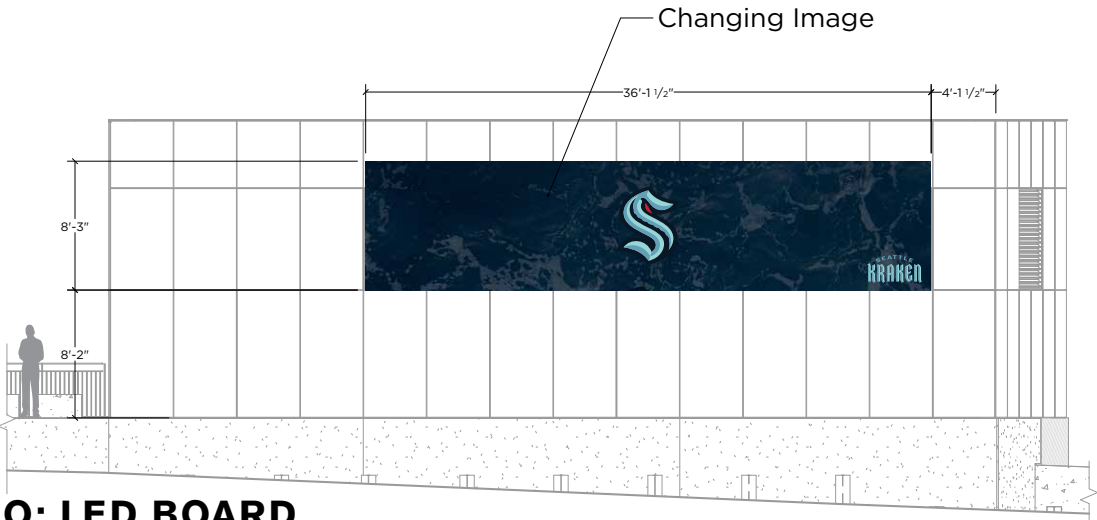
Note: Signs C and F-1 have been removed

LEGEND
STATIC SIGN
CHANGING IMAGE SIGN
VIDEO SIGN

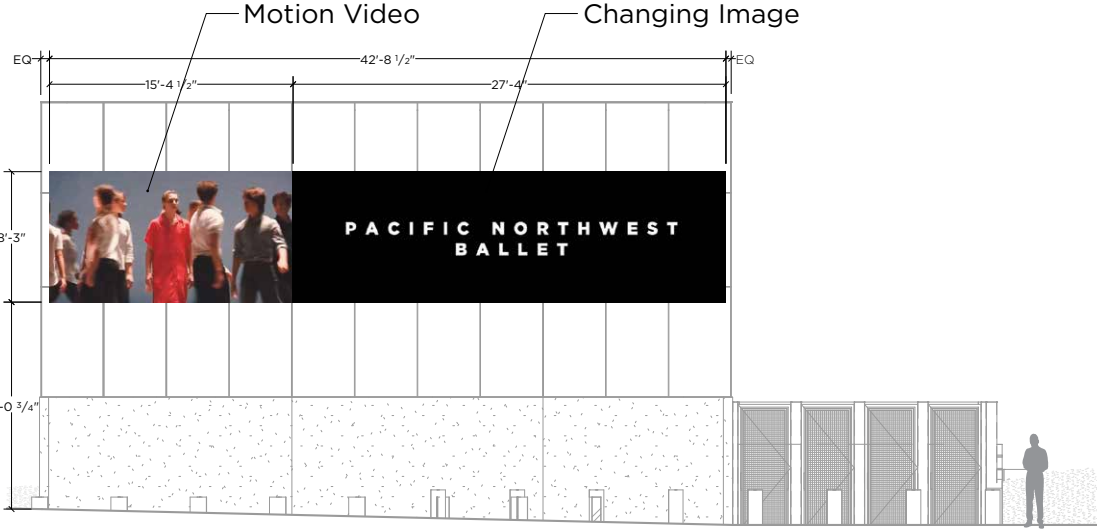
DEFINITION OF SIGN PURPOSE



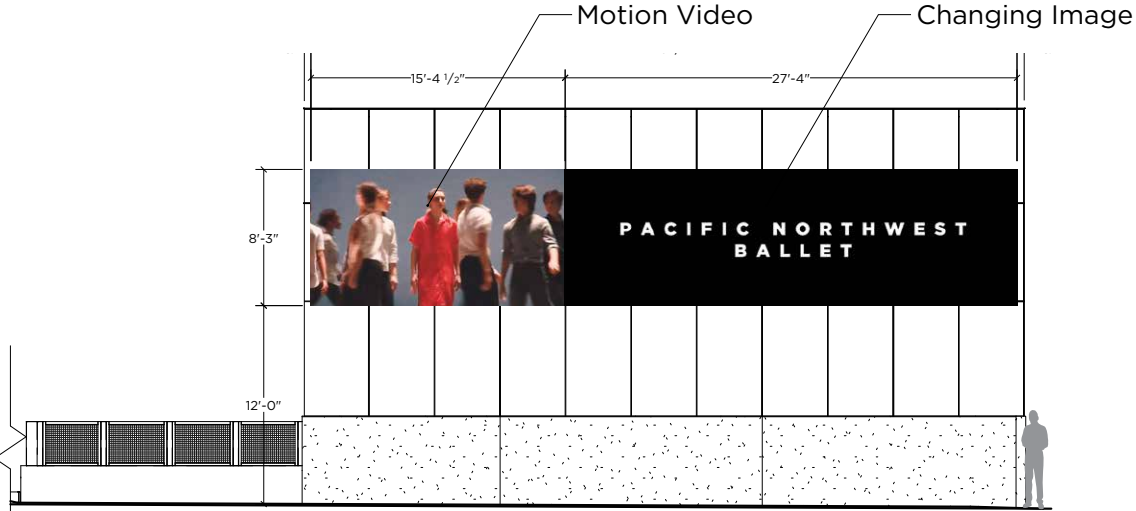
I-4: LED BOARD



O: LED BOARD

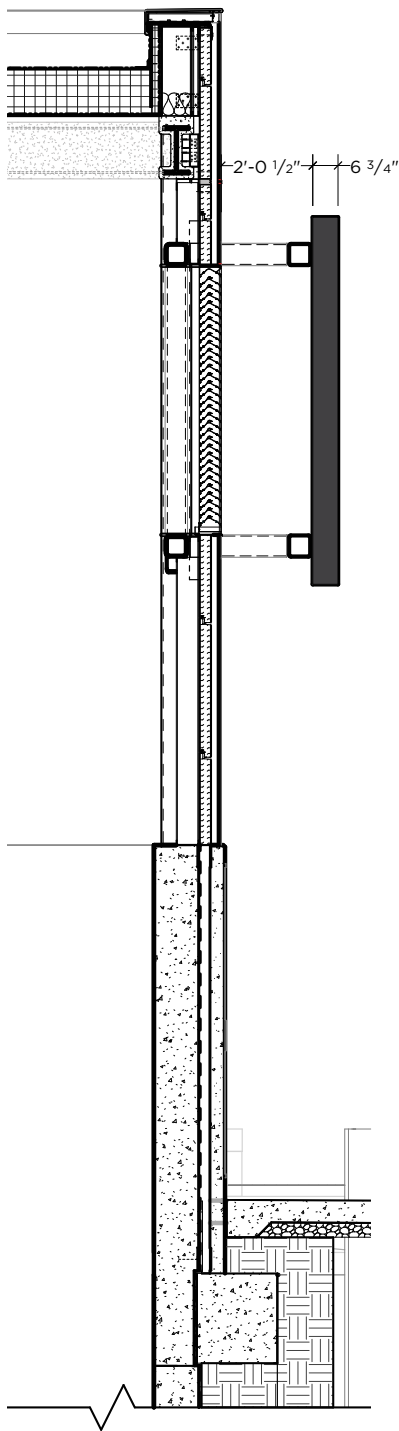


I-2: LED BOARD



I-3: LED BOARD

LED DISPLAYS (Types I-3, I-4, and O)
Sign Content will communicate to arena guests event information, both current and upcoming; as well as, support arena and campus partners and other activity at Seattle Center.



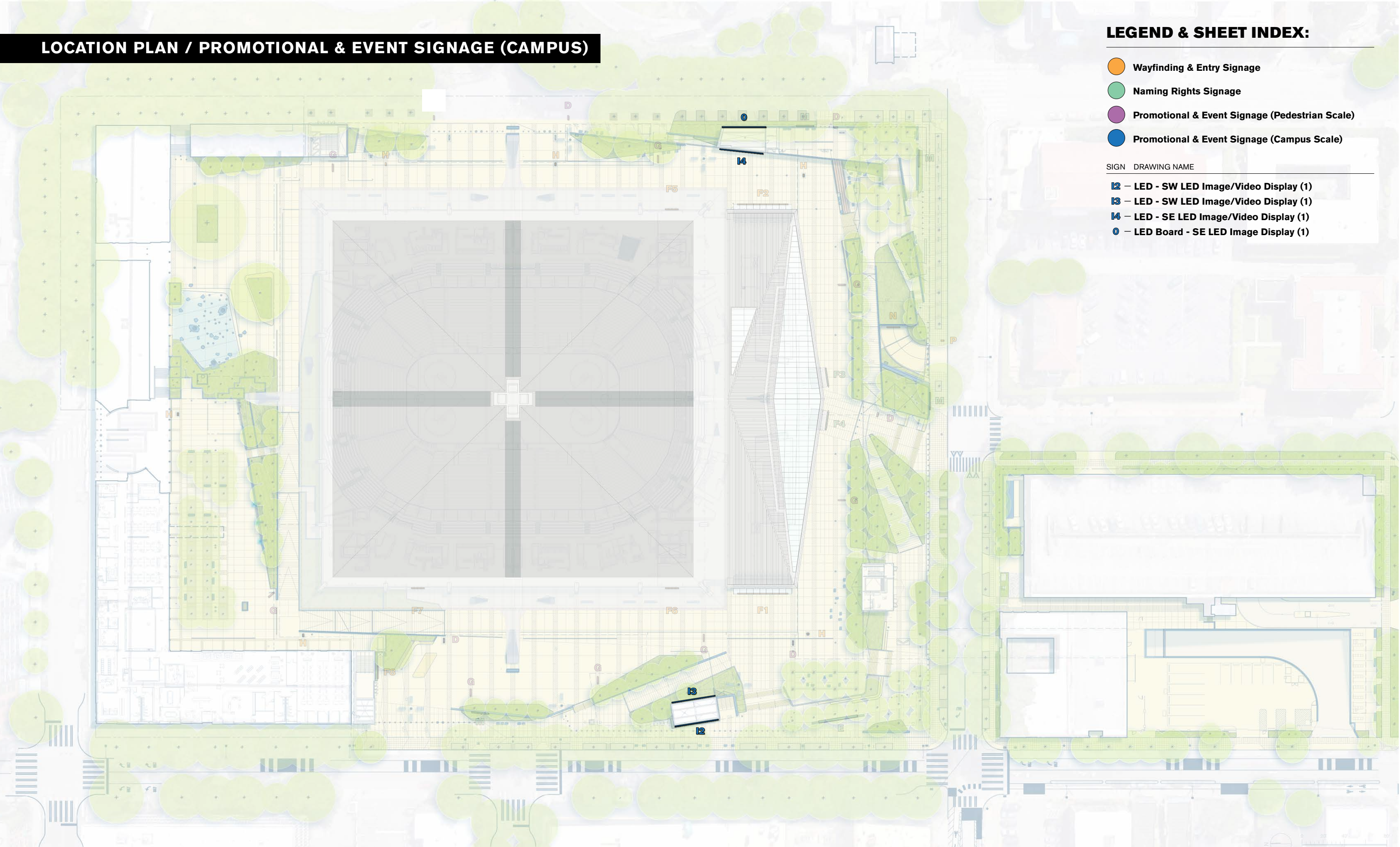
C SECTION
SCALE: 1/4"=1'-0"

LOCATION PLAN / PROMOTIONAL & EVENT SIGNAGE (CAMPUS)

LEGEND & SHEET INDEX:

- Wayfinding & Entry Signage
- Naming Rights Signage
- Promotional & Event Signage (Pedestrian Scale)
- Promotional & Event Signage (Campus Scale)

SIGN	DRAWING NAME
I2	LED - SW LED Image/Video Display (1)
I3	LED - SW LED Image/Video Display (1)
I4	LED - SE LED Image/Video Display (1)
O	LED Board - SE LED Image Display (1)











Sign Locations

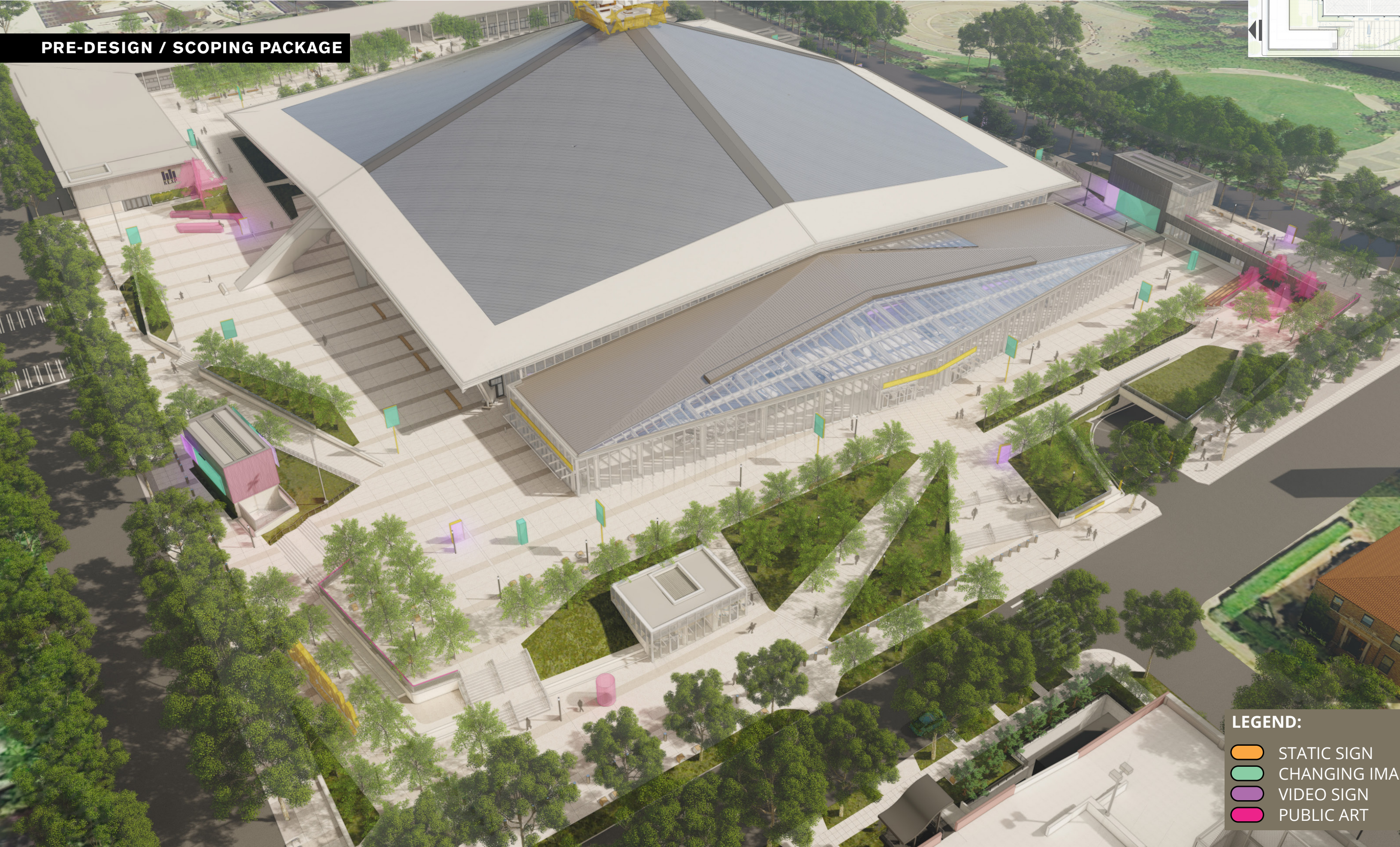
Consolidated

LOCATION PLAN

LEGEND & SHEET INDEX:

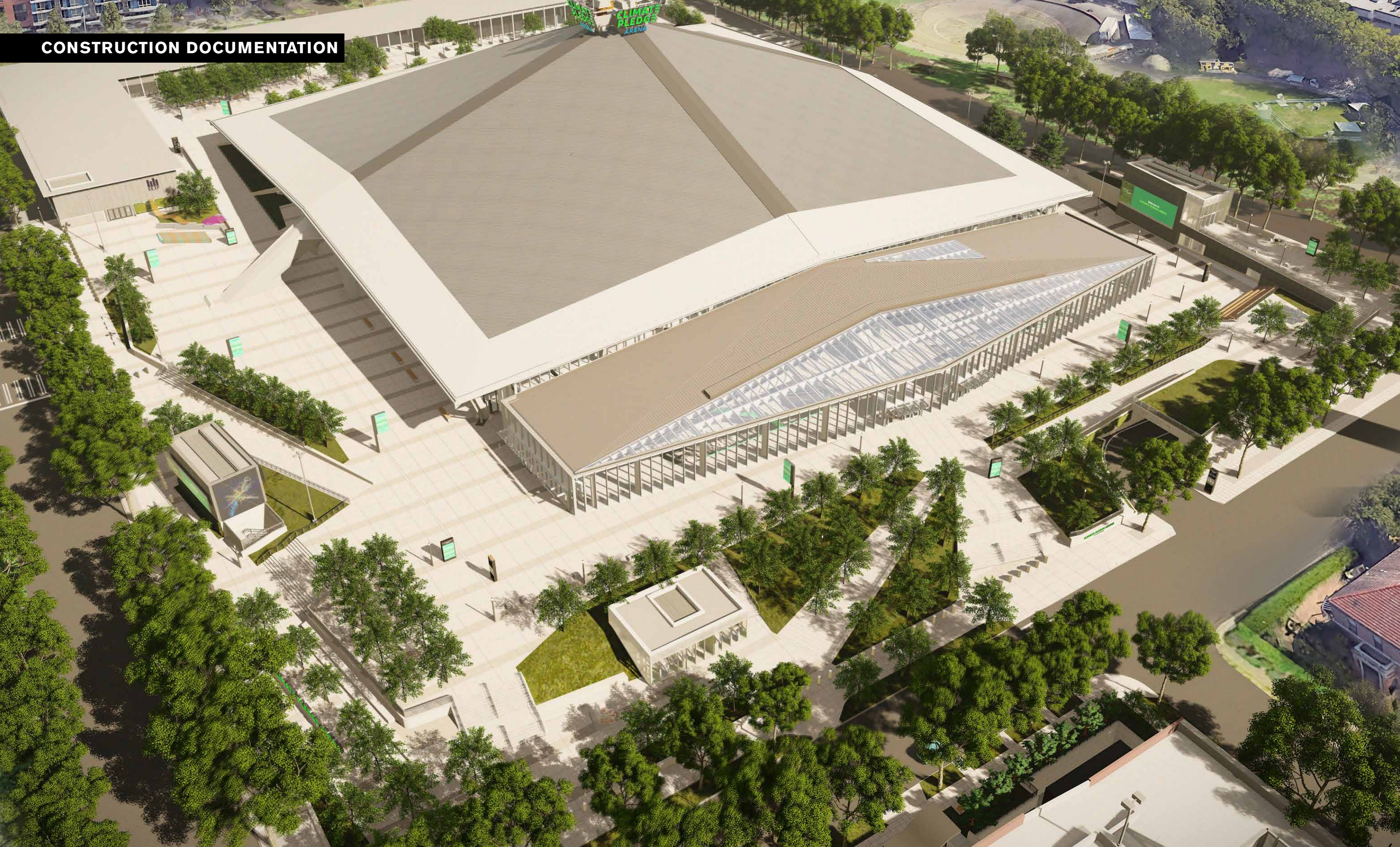
- Wayfinding & Entry Signage
- Naming Rights Signage
- Promotional & Event Signage (Pedestrian Scale)
- Promotional & Event Signage (Campus Scale)

SIGN	DRAWING NAME
F1	Entry ID - West Atrium (1)
F2	Entry ID - East Atrium (1)
F5	Entry ID - East Historic Building (1)
F6	Entry ID - West Historic Building 1 (1)
F7	Entry ID - West Historic Building 2 (1)
F8	Entry ID - NW Snorkel (1)
H	Pedestrian Directional (6)
P	Parking Ramp ID Sign (1)
N	Parking Garage Pylon (1)
E	Site ID (1)
F3	Entry ID - South Atrium 1 (1)
F4	Entry ID - South Atrium 2 (1)
M	Site ID Wall Mount (4)
D	Digital Readerboard (6)
G	Pole Banner (8)
I2	LED - SW LED Image/Video Display (1)
I3	LED - SW LED Image/Video Display (1)
I4	LED - SE LED Image/Video Display (1)
O	LED Board - SE LED Image Display (1)



LEGEND:

- STATIC SIGN
- CHANGING IMAGE
- VIDEO SIGN
- PUBLIC ART





Public Art

Plan Summary

VISION FOR ART AT THE ARENA

ART as **collective experience**

- Position the individual as part of interactive communal experiences that evoke wonder

ART as **remembering tomorrow**

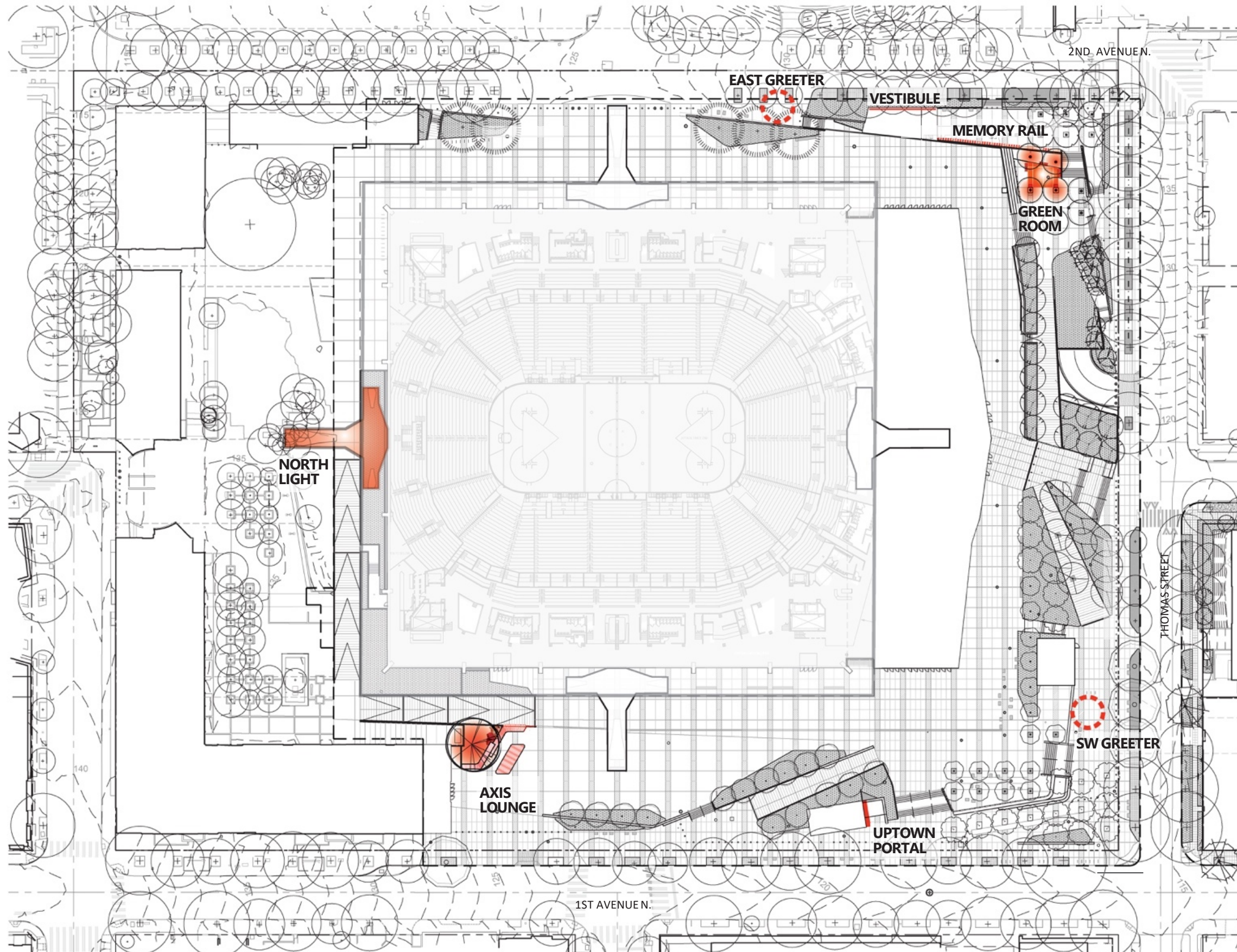
- Honor and synthesize the Arena's historic past, dynamic present, and unknown future

ART as **mediating between inside and outside**

- Link exterior "civic" environment with interior "event" environment



ARENA ART LOCATIONS



COMMISSIONED ARTWORKS

NORTH LIGHT:

- LED lighting projected onto Arena's north truss accentuates sculptural quality of truss
- Express Arena and civic happenings through light colors, projected images and dynamic programming

GREETERS:

- Human-scaled gateway sculptures
- East Greeter links Arena to Seattle Center
- SW Greeter links Arena to adjacent streets

UPTOWN PORTAL:

- Iconic mosaic on a wall seen from 1st Ave. N.
- Links Arena to adjacent streets and Uptown

AXIS LOUNGE:

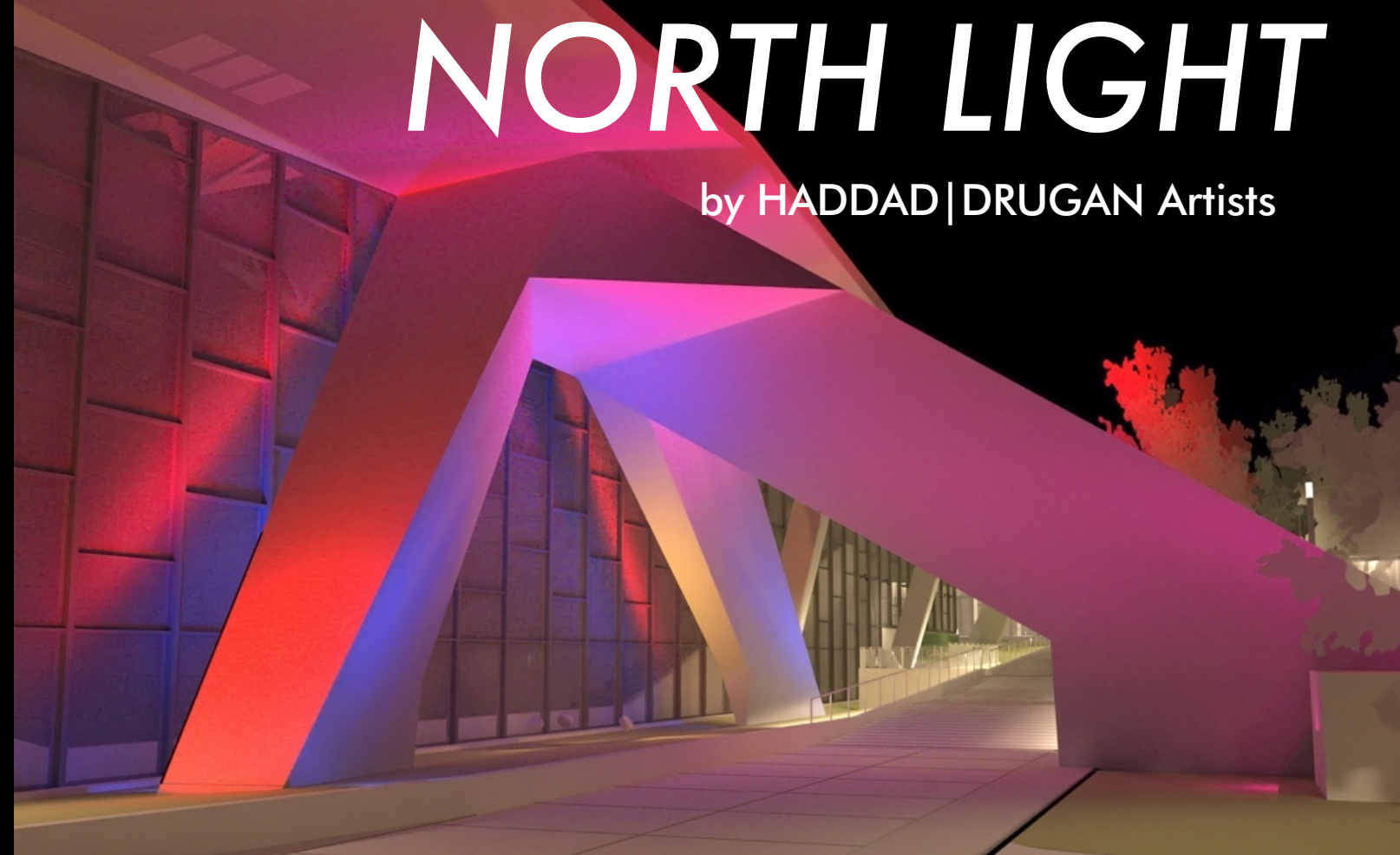
- Active, vibrant space in NW plaza
- Art overlays onto seating, lighting, walls, plants
- Large and small gatherings and performances
- Link Arena to Uptown neighborhood

GREEN ROOM:

- Meditative, passive space in SE plaza
- Small gatherings; buskers
- Evoke a theatrical "green room" atmosphere
- Art overlays onto paving, seating, lighting

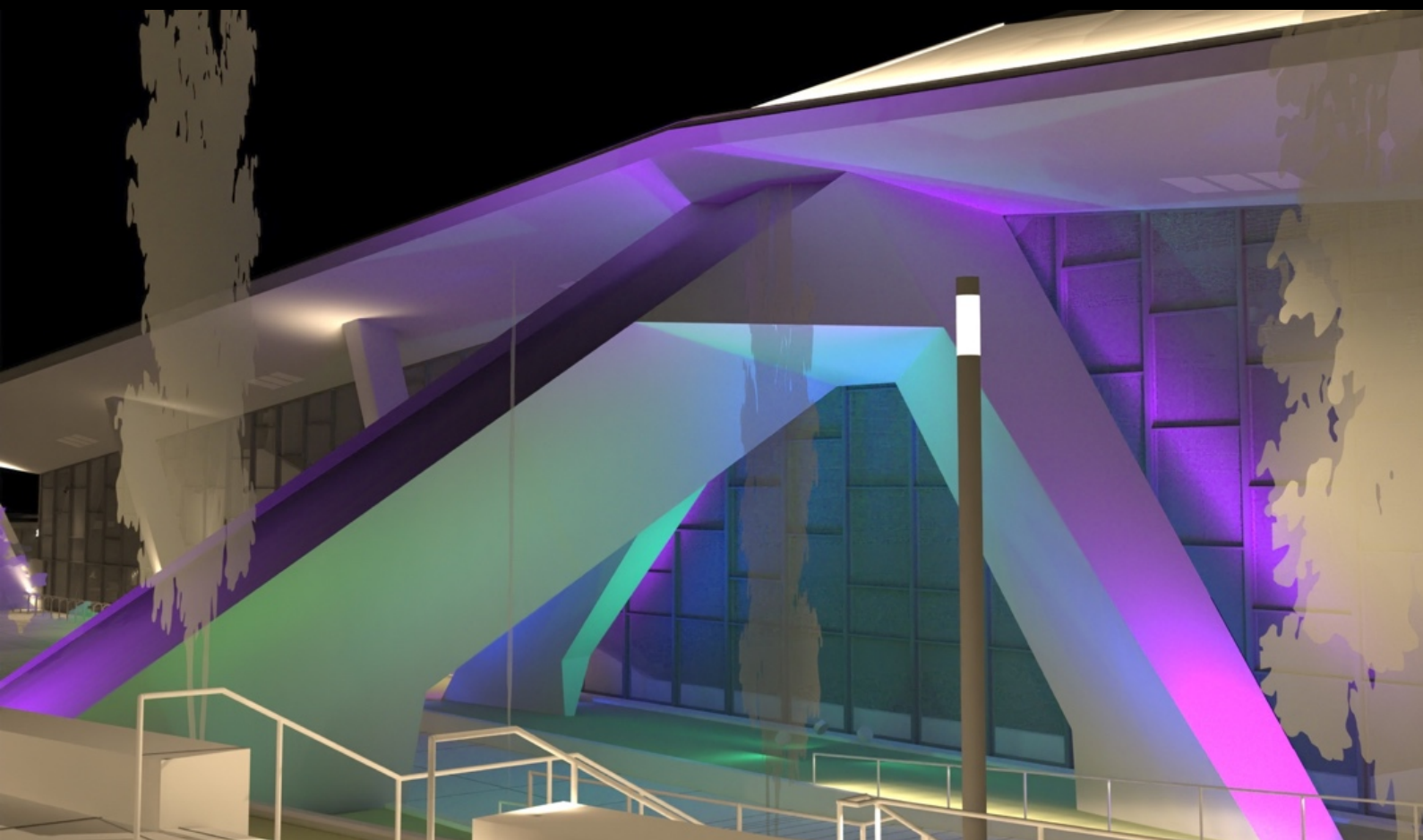
MEMORY RAIL:

- Plaques for plaza railing tops in upper SE plaza
- Convey a map, a timeline and a story about Seattle and the Arena



NORTH LIGHT

by HADDAD | DRUGAN Artists



AXIS LOUNGE

by HADDAD | DRUGAN Artists

BOLD AS LOVE

Anger he smiles, towering in shiny metallic
purple armour,
Queen Jealousy, Envy, waits behind him,
Her fiery green gown sneers at the grassy
ground.

Blue are the life-giving waters taking for granted
They quietly understand.

Once happy Turquoise armies lay opposite
Ready, but wonder why the fight is on.

But they're all as bold as love,

But they're all as bold as love,

But they're all as bold as love.

Just ask the Axis.

My Red is so confident,

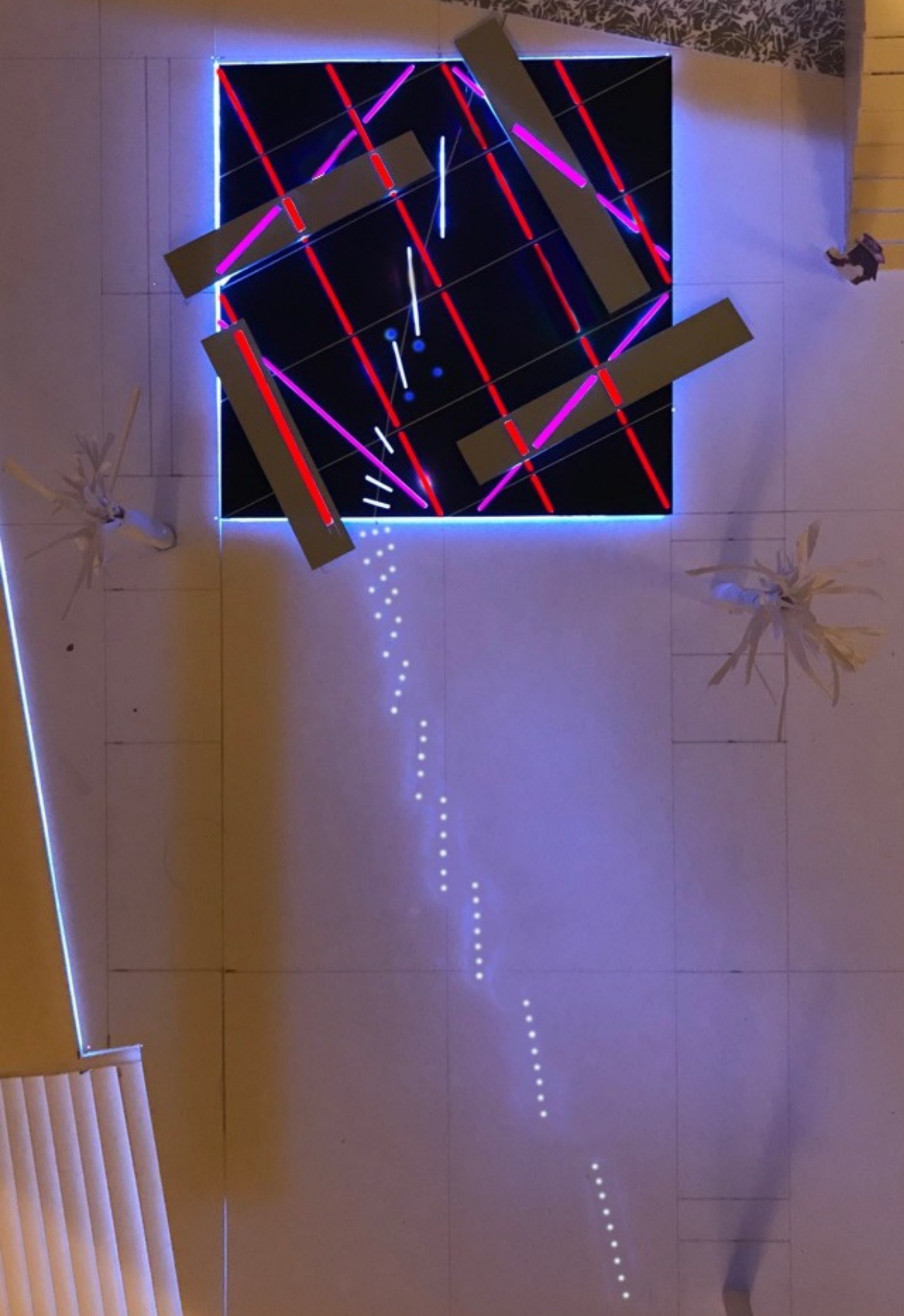
He flashes trophies of war and ribbons of
euphoria.

Orange is young, full of daring,

But very unsteady for the first go round.

My Yellow in this case is not so mellow,

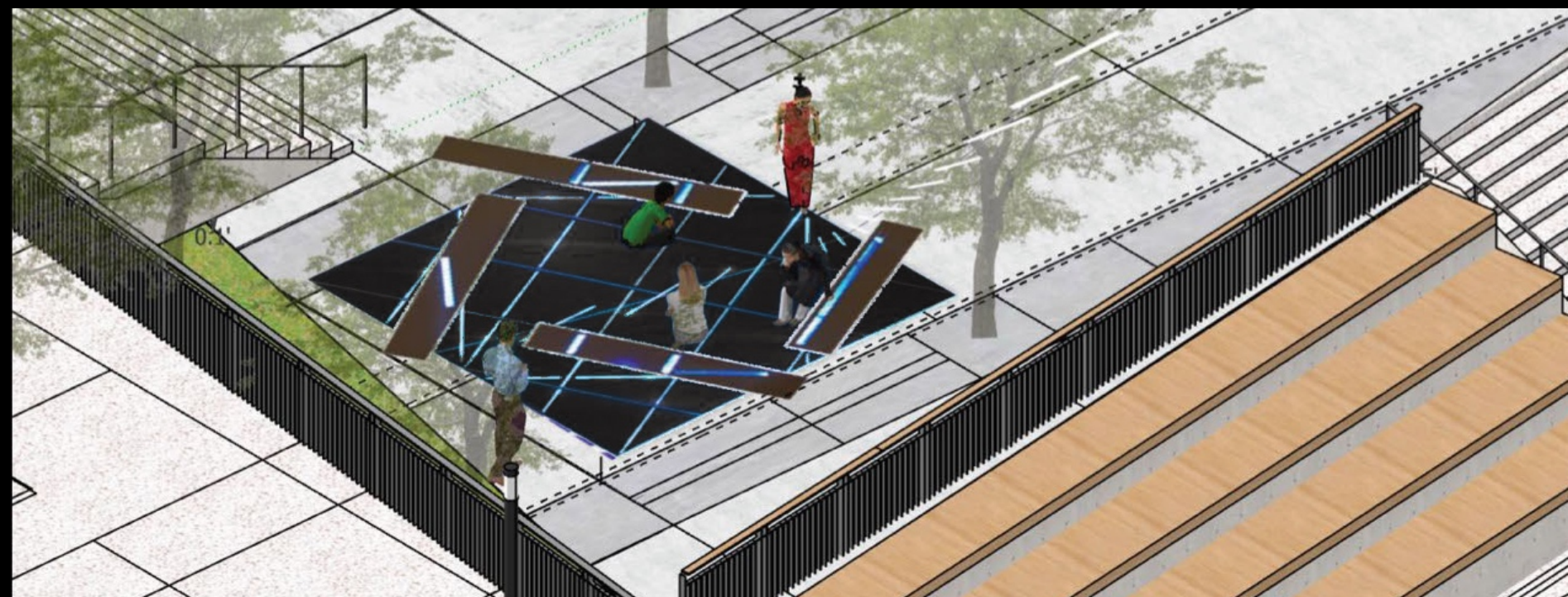
In fact, I'm trying to say that it's frightened
like me,



GREEN ROOM

"THE RAVEN AND THE LIGHT"

by IOLE ALESSANDRINI, Artist



UPTOWN PORTAL

by NORIE SATO, Artist





SOUTHWEST GREETER

"LA DIAB PISH"

by PRESTON SINGLETARY
and DAVID FRANKLIN, Artists





EAST GREETER

"SeaWave"

by GERARD TSUTAKAWA, Artist



MEMORY RAIL

"Crow Commute"
by MEGAN KELSO, Artist

